

PRINTERS' INK. J. S. BRIGGS

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 Spruce St., New York.

VOL. XLIV.

NEW YORK, JULY 29, 1903.

No. 5.

\$4.00 a Million

is cheap, but for September
issue we guarantee you

1,300,000 COPIES

For September we guarantee and agree to PROVE or no pay One Million, Three Hundred Thousand Copies, full count, for \$4.00 per agate line. Compare this rate per line, per thousand copies, with what you are now paying and you will find this is a less rate for PROVEN circulation than you are now paying for CLAIMED.

SPECIAL NOTICE

Commencing with issue dated October, 1903, advertising rate will be \$6.00 per agate line. September is the last issue you can get in at the \$4.00 rate.

Consult Your Advertising Agent

Ask him about **The Woman's Magazine** and get net rates and discounts. This is an advertising bargain that comes only once in a cycle.

Remember, if you use September issue you get 1,300,000 copies, full count—PROVEN 1,300,000 copies or no pay—for a gross rate of \$4.00 a line.

Forms for September close August 17.

The Woman's Magazine

**World's Fair
Next May**

(Largest Circulation in the World)

ST. LOUIS, - - - MISSOURI

Rowell's American Newspaper Directory tells the circulation of American newspapers and tells it truly. It gives the present circulation as well as for a series of years past, thus enabling the advertiser to determine the probable future.

Next to our own inside knowledge of newspaper circulation received through our traveling men and other direct sources, we are guided mainly by the ratings and information contained in Rowell's American Newspaper Directory.—BRENT GOOD, President Carter Medicine Co., New York.

The price of the American Newspaper Directory is \$10 net cash, all transportation charges prepaid.

GEO. P. ROWELL & CO., Publishers,
10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 30, 1903.

VOL. XLIV.

NEW YORK, JULY 29, 1903.

No. 5.

THE RETAILER DOOMED.

By T. Russell.

A class of business men, at present active, vigorous, and if not always flourishing, certainly not unprosperous, is destined within the next twenty years, and most certainly within the next fifty, to absolute and complete extinction.

This, to the unreflective reader, seems startling. The reflective reader will at once know what class is referred to.

It is the non-advertising class of storekeepers and manufacturers.

The larger and older storekeepers of this class now alive will probably die at their counters. Their prosperity will somewhat decline. Their sons will either go out into other fields of activity, or reform the methods of the business they will inherit. The smaller and the younger storekeepers will have to face these alternatives for themselves. The wisest of both kinds already realize what is coming. For it is inevitable.

* * *

Progress is the cause of the coming change. I don't mean progress in advertising, or at all events not this progress alone. Increased facility of communication and conveyance, the solidifying of population, new and better business methods, all work in the same way. Increased intelligence on the part of the people compels and guides these other increases. We demand value in full for our money; we demand guarantees. Advertising has been the educating power. Observe what has already happened.

* * *

In the days when readers of **PRINTERS' INK** were boys practically every article of domestic consumption was bought in bulk from the grocery. Coffee, tea, flour, sugar, soap, candles and the like had no names on them. Our mothers went to the grocer for

them, and partly guided by what the grocer told them, partly helped by their own judgment, bought by the pound what they wanted. To-day sugar is almost the only article among those named which is almost always bought in that manner, and the American newspapers here lately have begun to contain advertisements of a proprietary sugar. You can still buy these things loose if you want to, but the people have begun to see that a proprietary tea, a proprietary soap and the rest, have certain advantages which goods bought from bulk do not possess.

* * *

If I go to a grocery and buy oatmeal for my breakfast table, it will be a different sort of oatmeal at each grocery; and what I buy at a single grocery to-day may be different from what I shall get a fortnight hence. But if I buy Quaker Oats it will be the same at every place and every time. I needn't go myself, my wife doesn't need to go, in order to make sure that the stuff is right, as we must go if we buy loose oatmeal. We send Mary the cookmaid and she brings us Quaker Oats and we needn't be uneasy. The same with all the rest of the supplies. Every day there are more of the advertised proprietary goods being sold and less of the bulk goods.

* * *

Now on the old plan, the retail storekeeper was a highly useful member of the community. He gave credit and he had knowledge—technical knowledge very necessary to the selection in the wholesale market of suitable bulk goods. But the retailer has no special value as regards packed goods. Credit, happily, is less and less taken or wanted by consumers in and near towns. The sooner it is abolished elsewhere, the better for the world. Credit means high prices—poor value for money—not

merely for the credit buyer but for the cash buyer also. The cash buyer has to pony up for the proportion of bad debts left by the other fellow. The British postoffice is on the point of organizing a system, already in full swing in India, by which the postman or the postoffice wagon will deliver to any house a parcel up to a reasonable weight and collect the price on delivery for the benefit of the sender. All carriers (the English name for express companies) already do this with parcels of any weight. The postoffice of the United States is pretty backward in the matter of parcel post. Uncle Sam is about the only civilized citizen of the world that doesn't get any benefit out of international parcel post, and it cannot be long before Uncle Sam really comes into this, as he already begins to make a show of doing. Sitting here in London, I can send a parcel to Canada and prepay the duty, and be responsible for it when ascertained on the other side and get that parcel delivered to my friend across the ocean as quickly as a letter. In a very few years national and international parcel post on the C. O. D. plan will certainly exist all over the world.

* * *

What is the use of the retail storekeeper, as regards packet goods, when that has happened? Without question, the manufacturers of such goods will have to deal directly with the public. This won't come at once, because the expense of delivery will at first be prohibitive. But all history of postal work goes to show that the rates of charge can be reduced, step by step, to a very low minimum without loss to the postoffice, and this fact carries with it the doom of the retail storekeeper. Everything will be guaranteed by the advertising manufacturer. No manufacturer will be able to exist without advertising. The public will be commonly benefited by the guarantee which the advertising manufacturer's self-interest puts on quality.

* * *

In a great measure, retail storekeepers have brought upon them-

selves the doom which has been shown to be inevitable. Substitution every day deprives storekeepers more and more of their patrons' confidence. Every day price-cutting makes them weaker. They cannot fight against the tendency of things. In English and American cities where the resident population is mainly suburban, suburban trade is rapidly declining. The tendency of families is to buy from large department stores in the city—stores which advertise themselves in newspapers and by catalogues and price books. Probably urban populations will for many years continue to be supplied in this manner, and the advertising storekeeper will be able to go on existing, though he will only exist as a distributor of proprietary and branded goods. If substitution is not stamped out, it will kill all retail business on the present plan. But in large cities manufacturers will combine to run department stores, advertised as such. Express companies and the C. O. D. parcel post will supply the rural and village populations and the dwellers in small towns alone.

* * *

The inevitable tendency of all these things is moving faster in Great Britain than in the United States, but the same conditions exist, will exist, and must infallibly increase. Advertising is the greatest motive power of business to-day. But to-morrow it will be the only power. The manufacturer who does not advertise is, as a class, just as certainly doomed to extinction as the small retailer. The lesson of these things is obvious.

THE HONESTY OF AN ADVERTISER.

Charles Godfrey Leland ("Hans Breitmann"), who died recently in Florence, Italy, once edited a newspaper for P. T. Barnum, the circus owner. Mr. Leland said of Mr. Barnum: "Of all the men whom I met in those days in the way of business, Mr. Barnum, the great American humbug, was by far the honestest and freest from guile or deceit, or 'ways that were dark and tricks that were vain.'"—*Western Publisher*.

* * *

The consumer should be the definite object of advertising effort. The consumer is the dictator of trade.—*The Mahin Method*.

"A Remarkable Hit"

"Everybody's is a magazine such as the public mind demands."

O. C. McEWEN, M. D.,

Supt. of Schools, Farmington, N. M.

"You Seem to Have Caught On"

"Out of six ten-cent magazines that I take, I would give yours second place NOW, while formerly I placed it sixth."

H. H. BRIMLEY, Curator State Museum,

North Carolina Dept. of Agriculture, Raleigh, N. C.

"The Transformation is Magical"

"It looks as though the amateur had made way for the master hand. You evidently know how to do it, and are able to crystallize that knowledge into actual achievement."

From an unsolicited letter of a well-known publisher of one of the great weekly papers of the country.

Our first mistake was in not printing sufficient copies of the July number of Everybody's Magazine to supply the demand. The August edition is 175,000 copies.

Everybody's Magazine

For SEPTEMBER, 200,000 Copies.

The rates NOW are only \$150 per page up to March, 1904; \$200 per page commencing March number, 1904.

Orders for more than twelve months will not be accepted.

The RIDGWAY-THAYER CO., Publishers
31 Union Square, North, New York

THIRTY-SECOND WEEK.

In response to the weekly ad contest, now in its thirty-second week, sixty-six advertisements were received in time for report in this issue of PRINTERS' INK. The one reproduced below was deemed best of all submitted. It

Hotels and Boarding Houses of Colorado

The eastern man who has never been to Colorado can form no idea of the size and luxury of its principal hotels—particularly those at Denver, Colorado Springs, Manitou and Glenwood.

They are palaces—splendidly furnished, comfortable, conveniently arranged, and managed with the one idea of satisfying guests. If Colorado had no other attractions than its hotels, it would be worth visiting. But it has other attractions—the purest air, the bluest sky and the most brilliant sunshine in the world. A hundred thousand people go there every summer. Not all of them stay at high-priced hotels. By far the larger proportion of the men and women who spend their vacations in Colorado live in boarding houses, "lodges" or under canvas paying \$7, \$8, \$9 or \$10 a week.

We issue a little folder which contains a list of hotels and boarding houses in Colorado—capacity, rates, etc. It also gives detailed information about the low rates to Colorado, now in effect. Write or call, and copy will be furnished free.

The Rock Island System operates two fast and finely equipped trains, daily, from Chicago to Colorado Springs and Denver. One of these trains—the Rocky Mountain Limited—leaves Chicago at 5:45 P. M., arriving at Colorado next evening. The other train leaves at 10:00 P. M., arriving at Colorado second morning.

Tickets, berths and full information at this office.



A. H. MOFFETT, Gen'l E. Passgr. Agt.
Uptown Office: 5th Ave. and 35th St.
Downtown Office: 401 Broadway,
New York, N. Y.

was sent in by L. W. Marshall, 478 Jefferson avenue, Brooklyn, N. Y., and it appeared in the New York *Sun* of July 20, 1903. A coupon as provided in the conditions which govern this contest was mailed to Mr. Marshall, who enjoys the unusual honor of having won two weekly awards in this competition.

The American Newspaper
Directory for 1903 shows

THE
PITTSBURG PRESS

to have a larger circulation
than any other newspaper
published in Pittsburg.

C. J. BILLSON,
Manager of Foreign Advertising,
NEW YORK AND CHICAGO.

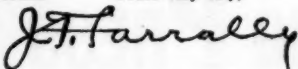
MR. FARRALLY IS RIGHT.

BRISTOL, R. I., July 18, 1903.

Editor of PRINTERS' INK:

In your editorial notes of the issue of July 15 I notice one which supports quantity of newspaper circulation as against quality, using a saying of Napoleon to the effect that "God is on the side which shows the biggest number." It seems to me that the correct version of Napoleon's quotation in this regard as "God is on the side of the heaviest artillery," denoting that the Little Corporal believed in quality of guns as against quantity. I thoroughly believe that every publisher, big or little, should honestly state his circulation. If he issues a good paper and covers his circumscribed field there is nothing to be ashamed of. But I also know that the prestige of an old and well established country newspaper in its chosen field counts much in determining its value as an advertising medium. It is not fair or just either to reckon quantity against quantity in determining the circulations of country and city papers. Take the case of my own paper, the *Phoenix*, established in 1837. Dozens of my old subscribers have voluntarily informed me that their paper is systematically borrowed and read by neighbors, and that after it is returned to the subscriber he sends it to a relative or interested friend in a remote State, to be as thoroughly read there. Such a circulation is not counted at all, though just as good for the general advertiser, but not increasing the publisher's bank account.

Yours very truly,



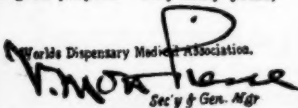
Editor of Bristol Phoenix.

Like the Boston *Transcript*, the Bristol *Phoenix* always lets its actual issue be known. Advertisers are thereby not only permitted to get quality, but at the same time to know how much of it they get. Mr. Farrally is dead right.

NOT MANY OF 'EM ARE.

Referring to the work of the Association of America Advertisers one man says:

We hardly think advertisers would be such fools as to pay \$100 dues yearly for an association which served them no good purpose. Very truly yours,



Worlds Dispensary Medical Association.
Sec'y & Gen. Mgr

NEVER give a nice publication or pamphlet more than one fold—either roll it one way or mail it in a flat wrapper.—*The Advisor*.

DOESN'T BELIEVE IT.

TORONTO, July 14, 1903.

Editor of PRINTERS' INK:

Commenting on the Page-Davis School statements in the folder inclosed one would say that they seem stretched.

Thirteen young men were earning \$225 a week or an average of about \$17 a week and after taking a Page-Davis course they are earning \$735 a week or an average of about \$56.50 a week.

After the manner of circulations a detailed statement might be interesting. With any thirteen advertising men I know personally (who are in good positions) the average doesn't run so high.

Yours truly,

GEO. H. HARRISON.

THE CHELTENHAM PRESS.

150 FIFTH AVE., NEW YORK,
July 20, 1903.

Editor of PRINTERS' INK:

We would be obliged if you would be so good as to announce that Mr. Hugo Thorsh, of Indianapolis, who calls his establishment The Cheltenham Press, has no connection with the Cheltenham Press and has never been authorized to use the name.

Respectfully yours,

INGALLS KIMBALL.

RUNNING a store without advertising is a good deal like the old boss which tried to live without eating—before the store gets used to it, it dies.—*White's Sayings*.

WANTED

A Leading New York Publication requires the services of a first-class advertising man to take charge of its advertising office. He must be a competent executive, thoroughly experienced in advertising work, and capable of handling a large correspondence to secure orders by mail and to assist the solicitors.

The position commands a good salary and offers exceptional opportunities for advancement to a conscientious and capable worker who is reliable in every way.

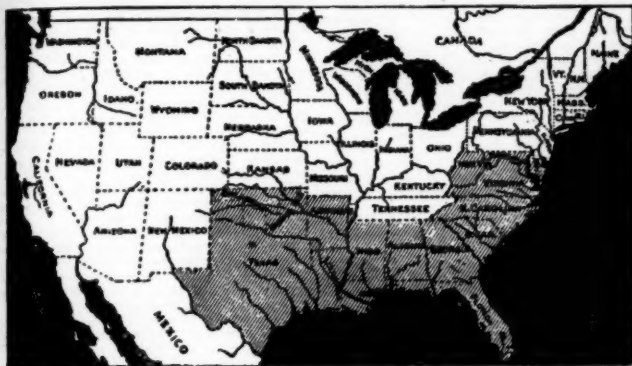
Applications are invited from first-class men only. Give full particulars as to your experience and qualifications for the work.

ADDRESS

"OFFICE MANAGER,"

CARE PRINTERS' INK.

Largest Circulations IN SOUTHERN STATES.



AN EXAMINATION OF ROWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1903 REVEALS THE FACTS STATED BELOW.

DELAWARE.

The *Index* has a higher circulation rating than is accorded to any other weekly in Dover.

The *Delaware Workman* has a higher circulation rating than is accorded to any other publication issued in Dover.

The *Eastern Shore Farmer and Fruit Cultivist* has a higher circulation rating than is accorded to any other publication issued in Georgetown.

The *Sunday Morning Star* has a higher circulation rating than is accorded to any other weekly in Wilmington, or in the State of Delaware.

The *Every Evening and Commercial* has a higher circulation rating than is accorded to any other paper in Wilmington, or in the State of Delaware.

MARYLAND.

The *Proceedings of the United States Naval Institute* has a higher circulation rating than is accorded to any other publication issued in Annapolis.

The *Sunday American* has a higher circulation rating than is accorded to any other Sunday paper in Baltimore or in the State of Maryland.

The *News* has a higher circulation rating than is accorded to any other paper in Baltimore or in the State of Maryland.

The *Aegis and Intelligencer* has a higher circulation rating than is accorded to any other paper in Belair.

The *Democrat and News* has a higher circulation rating than is accorded to any other paper in Cambridge.

The *Evening Times* has a higher circulation rating than is accorded to any other paper in Cumberland.

The *Journal* has a higher circulation rating than is accorded to any other paper in Denton.

The *Star-Democrat* has a higher circulation rating than is accorded to any other paper in Easton.

The *Cecil Whig* has a higher circulation rating than is accorded to any other paper in Elkton.

The *Medicus* has a higher circulation rating than is accorded to any other publication issued in Frederick.

The *Weekly Globe* has a higher circulation rating than is accorded to any other weekly in Hagerstown.

The *Daily Globe* has a higher circulation rating than is accorded to any other paper in Hagerstown.

The *Garrett Journal* has a higher circulation rating than is accorded to any other paper in Oakland.

The *Democratic Messenger* has a higher circulation rating than is accorded to any other paper in Snowhill.

DISTRICT OF COLUMBIA.

The *Evening Star* has a higher circulation rating than is accorded to any other daily in Washington, or in the District of Columbia.

The *Home Magazine* has a higher circulation rating than is accorded to any other publication issued in Washington, or in the District of Columbia.

The *National Tribune* has the higher circulation rating accorded any weekly in the District of Columbia.

VIRGINIA.

The *Bedford Bulletin* has a higher circulation rating than is accorded to any other paper in Bedford City.

The *Southern Methodist Recorder* has a higher circulation rating than is accorded to any other paper in Blackstone.

The *Methodist* has a higher circulation rating than is accorded to any other publication issued in Danville.

The *Virginian* has a higher circulation rating than is accorded to any other weekly in Emporia.

The *Virginia Farmer* has a higher circulation rating than is accorded to any other publication issued in Emporia or in the State of Virginia.

The *Free Lance* has a higher circulation rating than is accorded to any other paper in Fredericksburg.

The *Southern Workman* has a higher circulation rating than is accorded to any other publication issued in Hampton.

The *Record* has a higher circulation rating than is accorded to any other paper in Leesburg.

The *Gazette* has a higher circulation rating than is accorded to any other paper in Lexington.

The *Page Courier* has a higher circulation rating than is accorded to any other paper in Luray.

The *News* has a higher circulation rating than is accorded to any other daily in Lynchburg.

The *News* has a higher circulation rating than is accorded to any other weekly in Lynchburg.

The *Press* has a higher circulation rating than is accorded to any other paper in Newport News.

The *Journal of Commerce and Twice-a-Week Virginian-Pilot* has a higher circulation rating than is accorded to any other weekly in Norfolk.

The *Daily Virginian Pilot* has a higher circulation rating than is accorded to any other paper in Norfolk.

The *Daily Index-Appeal* has a higher circulation rating than is accorded to any other paper in Petersburg.

The *Daily Times-Dispatch* has a higher circulation rating than is accorded to any other paper in Richmond or daily in the State of Virginia.

The *Times* has a higher circulation rating than is accorded to any other paper in Roanoke.

The *Times-Register* has a higher circulation rating than is accorded to any other paper in Salem.

The *Spectator and Vindicator* has a higher circulation rating than is accorded to any other paper in Staunton.

The *Virginian* has a higher circulation rating than is accorded to any other paper in Warrenton.

The *Evening Star* has a higher circulation rating than is accorded to any other paper in Winchester.

The *Southwest Virginia Enterprise* has a higher circulation rating than is accorded to any other paper in Wytheville.

WEST VIRGINIA.

The *West Virginia Workman* has a higher circulation rating than is accorded to any other publication issued in Benwood.

The *Mail* has a higher circulation rating than is accorded to any other daily in Charleston.

The *West Virginia School Journal* has a higher circulation rating than is accorded to any other publication issued in Charleston.

The *Fayette Co. Journal* has a higher circulation rating than is accorded to any other paper in Fayetteville.

The *Ritchie Gazette* has a higher circulation rating than is accorded to any other paper in Harrisville.

The *Advertiser* has a higher circulation rating than is accorded to any other daily in Huntington.

The *Baptist Banner* has a higher circulation rating than is accorded to any other weekly in Huntington.

The *Mountain Echo* has a higher circulation rating than is accorded to any other paper in Keyser.

The *Preston Co. Journal* has a higher circulation rating than is accorded to any other paper in Kingwood.

The *News* has a higher circulation rating than is accorded to any other paper in Morgantown.

The *Weekly Echo* has a higher circulation rating than is accorded to any other paper in Moundsville.

The *States Journal* has a higher circulation rating than is accorded to any other weekly in Parkersburg.

The *Daily Sentinel* has a higher circulation rating than is accorded to any other paper in Parkersburg.

The *News* has a higher circulation rating than is accorded to any other paper in Pennsboro.

The *Independent* has a higher circulation rating than is accorded to any other paper in Piedmont.

The *Hampshire Review* has a higher circulation rating than is accorded to any other paper in Romney.

The *West Virginia News* has a higher circulation rating than is accorded to any other paper in Ronceverte.

The *News* has a higher circulation rating than is accorded to any other daily in Wheeling or in the State of West Virginia.

The *Sunday News* has a higher circulation rating than is accorded to any other paper in Wheeling or in the State of West Virginia.

The *Putnam Republican* has a higher circulation rating than is accorded to any other paper in Winfield.

NORTH CAROLINA.

The *Citizen* has a higher circulation rating than is accorded to any other daily in Asheville.

Our Mountain Home has a higher circulation rating than is accorded to any other publication issued in Asheville.

The *Presbyterian Standard* has a higher circulation rating than is accorded to any other weekly in Charlotte.

The *Daily Observer* has a higher circulation rating than is accorded to any other paper in Charlotte or daily in the State of North Carolina.

The *Sampson Democrat* has a higher circulation rating than is accorded to any other paper in Clinton.

The *Times* has a higher circulation rating than is accorded to any other paper in Concord.

The *Tar Heel* has a higher circulation rating than is accorded to any other paper in Elizabeth City.

The *North Carolina Baptist* has a higher circulation rating than is accorded to any other paper in Fayetteville.

The *King's Weekly* has a higher circulation rating than is accorded to any other paper in Greenville.

The *Southern Medical Journal* has a higher circulation rating than is accorded to any other publication issued in Lagrange.

The *Argus* has a higher circulation rating than is accorded to any other paper in Lumberton.

The *Skyland Baptist* has a higher circulation rating than is accorded to any other publication issued in Mars Hill.

The *Moravian Falls Yellow Jacket* has a higher circulation rating than is accorded to any other publication issued in the State of North Carolina.

The *Biblical Recorder* has a higher circulation rating than is accorded to any other paper in Raleigh or weekly in the State of North Carolina.

Webster's Weekly has a higher circulation rating than is accorded to any other paper in Reidsville.

The *Truth-Index* has a higher circulation rating than is accorded to any other paper in Salisbury.

The *Commonwealth* has a higher circulation rating than is accorded to any other paper in Scotland Neck.

The *Cleveland Star* has a higher circulation rating than is accorded to any other paper in Shelby.

The *Western Carolina News* has a higher circulation rating than is accorded to any other paper in Sparta.

The *Gospel Messenger* has a higher circulation rating than is accorded to any other publication issued in Williams-ton.

The *Carolina Fruit and Truck Grow-ers' Journal* has a higher circulation rating than is accorded to any other publication issued in Wilmington.

The *Twin City Sentinel* has a higher circulation rating than is accorded to any other daily in Winston-Salem.

The *Union Republican* has a higher circulation rating than is accorded to any other paper in Winston-Salem.

SOUTH CAROLINA.

The *Journal and Review* has a higher circulation rating than is accorded to any other paper in Aiken.

The *People's Advocate* has a higher circulation rating than is accorded to any other paper in Anderson.

The *Daily News and Courier* has a higher circulation rating than is accorded to any other paper in Charleston.

The *Southern Presbyterian* has a higher circulation rating than is accorded to any other weekly in Clinton.

Our Monthly has a higher circulation rating than is accorded to any other publication issued in Clinton.

The *State* has a higher circulation rating than is accorded to any other daily in Columbia or in the State of South Carolina.

The *Way of Faith* has a higher circulation rating than is accorded to any other paper in Columbia or in the State of South Carolina.

The *Lutheran Visitor* has a higher circulation rating than is accorded to any other paper in Newberry.

The *Southern Christian Advocate* has a higher circulation rating than is accorded to any other paper in Spartan-burg.

The *Keowee Courier* has a higher circulation rating than is accorded to any other paper in Walhalla.

GEORGIA.

The *Woman's Work* has a higher circulation rating than is accorded to any other publication issued in Athens.

The *Atlanta Journal* has the highest daily circulation rating south of Balti-more, St. Louis.

The *Journal* has a higher circulation rating than is accorded to any other daily in Atlanta, or in the State of Georgia.

The *Weekly Constitution* has a higher circulation rating than is accorded to any other paper in Atlanta, or in the State of Georgia.

The *Daily Herald* has a higher circulation rating than is accorded to any other paper in Augusta.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Bainbridge.

The *Carroll Free Press* has a higher circulation rating than is accorded to any other paper in Carrollton.

The *Standard* has a higher circulation rating than is accorded to any other paper in Cedartown.

The *Daily Ledger* has a higher circulation rating than is accorded to any other paper in Columbus.

The *North Georgia Citizen* has a higher circulation rating than is accorded to any other weekly in Dalton.

The *Music Teacher and Home Mag-azine* has a higher circulation rating than is accorded to any other publica-tion issued in Dalton.

The *News* has a higher circulation rating than is accorded to any other paper in Dawson.

Our Missionary Helper has a higher circulation rating than is accorded to any other publication issued in De-catur.

The *Star* has a higher circulation rating than is accorded to any other paper in Elberton.

The *Citizen* has a higher circulation rating than is accorded to any other paper in Fitzgerald.

The *Eagle* has a higher circulation rating than is accorded to any other paper in Gainesville.

The *Daily Telegraph* has a higher circulation rating than is accorded to any other paper in Macon.

The *Walton Tribune* has a higher circulation rating than is accorded to any other paper in Monroe.

The *Herald and Advertiser* has a higher circulation rating than is accorded to any other paper in Newnan.

The *Masonic Herald* has a higher circulation rating than is accorded to any other publication issued in Rome.

The *Press* has a higher circulation rating than is accorded to any other daily in Savannah.

The *Wiregrass Blade* has a higher circulation rating than is accorded to any other paper in Swainsboro.

The *Times* has a higher circulation rating than is accorded to any other paper in Valdosta.

FLORIDA.

The *Stockman* has a higher circulation rating than is accorded to any other publication issued in De Funiak Springs.

The *Florida Christian Advocate* has a higher circulation rating than is accorded to any other paper in Gainesville.

The *Metropolis* has a higher circulation rating than is accorded to any other paper in Jacksonville, or any other daily in Florida.

The *Florida Baptist Witness* has a higher circulation rating than is accorded to any other paper in Ocala.

The *News and Advertiser* has a higher circulation rating than is accorded to any other paper in Palatka.

The *Journal* has a higher circulation rating than is accorded to any other paper in Pensacola.

The *Seabreeze Freedom* has a higher circulation rating than is accorded to any other paper in Florida.

The *Tallahasseean* has a higher circulation rating than is accorded to any other paper in Tallahassee.

The *Weekly Tribune* has a higher circulation rating than is accorded to any other weekly in Tampa.

The *Morning Tribune* has a higher circulation rating than is accorded to any other paper in Tampa.

KENTUCKY.

The *Nelson Co. Record* has a higher circulation rating than is accorded to any other paper in Bardstown.

The *Mercury* has a higher circulation rating than is accorded to any other paper in Carlisle.

The *Kentucky Post* has a higher circulation rating than is accorded to any other daily in Covington.

The *Commonwealth* has a higher circulation rating than is accorded to any other publication issued in Covington.

The *Log Cabin* has a higher circulation rating than is accorded to any other paper in Cynthiana.

The *News* has a higher circulation rating than is accorded to any other paper in Elizabethtown.

The *Kentucky Vindicator* has a higher circulation rating than is accorded to any other paper in Fordsville.

The *Southern Journal of Osteopathy* has a higher circulation rating than is accorded to any other publication issued in Franklin.

The *American Baptist Flag* has a higher circulation rating than is accorded to any other paper in Fulton.

The *Times* has a higher circulation rating than is accorded to any other paper in Glasgow.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Greenup.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Harrodsburg.

The *Herald* has a higher circulation rating than is accorded to any other paper in Hartford.

The *Daily Gleaner* has a higher circulation rating than is accorded to any other daily in Henderson.

The *Weekly Gleaner* has a higher circulation rating than is accorded to any other weekly in Henderson.

The *Kentucky Workman* has a higher circulation rating than is accorded to any other publication issued in Henderson.

The *Larue Co. Herald* has a higher circulation rating than is accorded to any other paper in Hodgenville.

The *Fancy Fowls* has a higher circulation rating than is accorded to any other publication issued in Hopkinsville.

The *Liberty Baptist* has a higher circulation rating than is accorded to any other paper in Horse Cave.

The *Enterprise* has a higher circulation rating than is accorded to any other paper in Lebanon.

The *Daily Leader* has a higher circulation rating than is accorded to any other daily in Lexington.

The *Sunday Leader* has a higher circulation rating than is accorded to any other paper in Lexington.

The *Times* has a higher circulation rating than is accorded to any other daily in Louisville or in the State of Kentucky.

The *Christian Observer* has a higher circulation rating than is accorded to any other weekly in Louisville or in the State of Kentucky.

The *Home and Farm* has a higher circulation rating than is accorded to any other publication issued in Louisville or in the State of Kentucky.

The *Hustler* has a higher circulation rating than is accorded to any other paper in Madisonville.

The *Weekly Messenger* has a higher circulation rating than is accorded to any other paper in Mayfield.

The *Gazette* has a higher circulation rating than is accorded to any other paper in Mount Sterling.

The *Calloway Times* has a higher circulation rating than is accorded to any other paper in Murray.

The *Daily Messenger* has a higher circulation rating than is accorded to any other daily in Owensboro.

The *Weekly Messenger* has a higher circulation rating than is accorded to any other paper in Owensboro.

The *Daily News-Democrat* has a higher circulation rating than is accorded to any other paper in Paducah.

The *Chronicle* has a higher circulation rating than is accorded to any other paper in Princeton.

The *Climax* has a higher circulation rating than is accorded to any other paper in Richmond.

The *Colonel* has a higher circulation rating than is accorded to any other publication issued in Rockport.

The *Shelby Record* has a higher circulation rating than is accorded to any other paper in Shelbyville.

The *Interior Journal* has a higher circulation rating than is accorded to any other paper in Stanford.

The *Sun* has a higher circulation rating than is accorded to any other paper in Winchester.

TENNESSEE.

The *Post* has a higher circulation rating than is accorded to any other paper in Athens.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Brownsville.

The *Times* has a higher circulation rating than is accorded to any other daily in Chattanooga.

The *Times* has a higher circulation rating than is accorded to any other weekly in Chattanooga.

The *Tri-State Farmer and Gardener* has a higher circulation rating than is accorded to any other publication issued in Chattanooga.

The *Leaf-Chronicle* has a higher circulation rating than is accorded to any other daily in Clarksville.

The *Journal* has a higher circulation rating than is accorded to any other paper in Cleveland.

The *Mountaineer* has a higher circulation rating than is accorded to any other paper in Cookeville.

The *Leader* has a higher circulation rating than is accorded to any other paper in Covington.

The *Observer* has a higher circulation rating than is accorded to any other paper in Fayetteville.

The *News* has a higher circulation rating than is accorded to any other paper in Gallatin.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Greenville.

The *Dispatch* has a higher circulation rating than is accorded to any other paper in Jackson.

The *Holston Christian Advocate* has a higher circulation rating than is accorded to any other weekly in Knoxville.

The *Daily Sentinel* has a higher circulation rating than is accorded to any other paper in Knoxville.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Lebanon.

The *Marshall Gazette* has a higher circulation rating than is accorded to any other paper in Lewisburg.

The *New Era* has a higher circulation rating than is accorded to any other paper in McMinnville.

The *Apostolic Primitive Baptist* has a higher circulation rating than is accorded to any other paper in Martin.

The *Commercial-Appeal* has a higher circulation rating than is accorded to any other daily in Memphis or in the State of Tennessee.

The *Weekly Commercial-Appeal* has a higher circulation rating than is accorded to any other paper in Memphis or in the State of Tennessee.

The *Banner* has a higher circulation rating than is accorded to any other weekly in Nashville.

The *Sunday School Magazine* has a higher circulation rating than is accorded to any other publication issued in Nashville.

The *Post-Intelligencer* has a higher circulation rating than is accorded to any other paper in Paris.

The *Obion Democrat* has a higher circulation rating than is accorded to any other paper in Union City.

ALABAMA.

The *Evening Star* has a higher circulation than is accorded to any other daily in Anniston.

The *Republic* has a higher circulation rating than is accorded to any other paper in Anniston.

The *Mirror* has a higher circulation rating than is accorded to any other paper in Attalla.

The *Age-Herald* (weekly) has a higher circulation rating than is accorded to any other weekly in Birmingham.

The *Ledger* has a higher circulation rating than is accorded to any other paper in Birmingham, or any other daily in Alabama.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Cullman.

The *Wire-Grass Siftings* has a higher circulation rating than is accorded to any other paper in Dothan.

The *Times* has a higher circulation rating than is accorded to any other paper in Florence.

The *Times-News* has a higher circulation rating than is accorded to any other paper published in Gadsden.

The *Lowndes News* has a higher circulation rating than is accorded to any other paper in Hayneville.

The *Register* has a higher circulation rating than is accorded to any other paper published in Mobile.

The *Daily Advertiser* has a higher circulation rating than is accorded to any other daily in Montgomery.

The *Weekly Advertiser* has a higher circulation rating than is accorded to any other weekly in Montgomery, or in the State of Alabama.

The *Sunday Advertiser* has a higher circulation rating than is accorded to any other paper in Montgomery, or in the State of Alabama.

The *Industrial News* has a higher circulation rating than is accorded to any other paper in Opelika.

The *Progressive Age* has a higher circulation rating than is accorded to any other paper in Scottsboro.

Our Mountain Home has a higher circulation rating than is accorded to any other paper in Talladega.

The *News* has a higher circulation rating than is accorded to any other paper in Tuskegee.

MISSISSIPPI.

The *Mississippi Journal* has a higher circulation rating than is accorded to any other publication issued in Gulfport.

The *Clarion-Ledger* has a higher circulation rating than is accorded to any other daily in Jackson.

The *Star-Ledger* has a higher circulation rating than is accorded to any other paper in Kosciusko.

The *Enterprise* has a higher circulation rating than is accorded to any other paper in McComb.

The *Daily Press* has a higher circulation rating than is accorded to any other paper in Meridian or in the State of Mississippi.

The *Southern Farm Gazette* has a higher circulation rating than is accorded to any other publication issued in Starkville.

The *Herald* has a higher circulation rating than is accorded to any other weekly in Vicksburg.

The *American* has a higher circulation rating than is accorded to any other paper in Vicksburg.

The *North Mississippi Herald* has a higher circulation rating than is accorded to any other paper in Water Valley.

The *Herald* has a higher circulation rating than is accorded to any other paper in Yazoo City.

LOUISIANA.

The *Baptist Chronicle* has a higher circulation rating than is accorded to any other paper in Alexandria.

The *Weekly Signal* has a higher circulation rating than is accorded to any other paper in Crowley.

The *Chief* has a higher circulation rating than is accorded to any other paper in Donaldsonville.

The *Daily American* has a higher circulation rating than is accorded to any other paper in Lake Charles.

The *Bulletin* has a higher circulation rating than is accorded to any other paper in Monroe.

The *Daily States* has a higher circulation rating than is accorded to any other paper in New Orleans or in the State of Louisiana.

TEXAS.

The *Weekly Reporter* has a higher circulation rating than is accorded to any other paper in Abilene.

The *Live Stock Champion* has a higher circulation rating than is accorded to any other paper in Amarillo.

The *Review* has a higher circulation rating than is accorded to any other paper in Athens.

The *Firm Foundation* has a higher circulation rating than is accorded to any other paper in Austin.

The *Wochenblatt* has a higher circulation rating than is accorded to any other paper in Bellville.

The *Lutherischer Gemeindebote fuer Texas* has a higher circulation rating than is accorded to any other publication issued in Brenham.

The *Pecan Valley News* has a higher circulation rating than is accorded to any other paper in Brownwood.

The *Panola Watchman* has a higher circulation rating than is accorded to any other paper in Carthage.

The *Times* has a higher circulation rating than is accorded to any other paper in Clarksville.

The *Enterprise* has a higher circulation rating than is accorded to any other weekly in Cleburne.

The *West Texas Stockman* has a higher circulation rating than is accorded to any other paper in Colorado.

The *Pioneer Exponent* has a higher circulation rating than is accorded to any other paper in Comanche.

The *Sun* has a higher circulation rating than is accorded to any other daily in Corsicana.

The *Light* has a higher circulation rating than is accorded to any other paper in Corsicana.

The *Weekly Star* has a higher circulation rating than is accorded to any other paper in Cuero.

The *Times-Herald* has a higher circulation rating than is accorded to any other daily in Dallas.

The *Baptist Standard* has a higher circulation rating than is accorded to any other weekly in Dallas.

The *Wise Co. Messenger* has a higher circulation rating than is accorded to any other paper in Decatur.

The *Herald* has a higher circulation rating than is accorded to any other weekly in Denison.

The *Daily Herald* has a higher circulation rating than is accorded to any paper in Denison.

The *Denton Co. Record and Chronicle* has a higher circulation rating than is accorded to any other paper in Denton.

The *Progress* has a higher circulation rating than is accorded to any other paper in Dublin.

The *Times* has a higher circulation rating than is accorded to any other paper in El Paso.

The *Times* has a higher circulation rating than is accorded to any other paper in Farmersville.

The *Register* has a higher circulation rating than is accorded to any other daily in Fort Worth.

The *Sunday Register* has a higher circulation rating than is accorded to any other weekly in Fort Worth.

The *Wochenblatt* has a higher circulation rating than is accorded to any other paper in Fredericksburg.

The *Opera Glass* has a higher circulation rating than is accorded to any other weekly in Galveston.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Galveston.

The *News* has a higher circulation rating than is accorded to any other paper in Garland.

The *Star-Forum* has a higher circulation rating than is accorded to any other paper in Gatesville.

The *Williamson Co. Sun* has a higher circulation rating than is accorded to any other paper in Georgetown.

The *Upshur Co. Echo* has a higher circulation rating than is accorded to any other paper in Gilmer.

The *Messenger* has a higher circulation rating than is accorded to any other paper in Greenville.

The *Herald* has a higher circulation rating than is accorded to any other paper in Hallettsville.

The *Rusk Co. News* has a higher circulation rating than is accorded to any other paper in Henderson.

The *Weekly Mirror* has a higher circulation rating than is accorded to any other paper in Hillsboro.

The *Texas Citizen* has a higher circulation rating than is accorded to any other paper in Honeygrove.

The *Post* has a higher circulation rating than is accorded to any other daily in Houston or in the State of Texas.

The *Sunday Post* has a higher circulation rating than is accorded to any other weekly in Houston or in the State of Texas.

The *Semi-Weekly Post* has a higher circulation rating than is accorded to any other paper in Houston or in the State of Texas.

The *Weekly Sun* has a higher circulation rating than is accorded to any other paper in Kaufman.

The *Svoboda* has a higher circulation rating than is accorded to any other paper in La Grange.

The *Leader* has a higher circulation rating than is accorded to any other paper in Lampasas.

The *Chronicle* has a higher circulation rating than is accorded to any other paper in Laporte.

The *Examiner* has a higher circulation rating than is accorded to any other paper in McKinney.

The *State Herald* has a higher circulation rating than is accorded to any other paper in Mexia.

The *Weekly Sentinel* has a higher circulation rating than is accorded to any other paper in Nacogdoches.

The *New-Braunfelser Zeitung* has a higher circulation rating than is accorded to any other paper in New Braunfels.

The *Farmers' Advocate* has a higher circulation rating than is accorded to any other weekly in Paris.

The *Daily Advocate* has a higher circulation rating than is accorded to any other paper in Paris.

The *Rockwall Co. Herald* has a higher circulation rating than is accorded to any other paper in Rockwall.

The *Standard* has a higher circulation rating than is accorded to any other paper in San Angelo.

The *Southern Messenger* has a higher circulation rating than is accorded to any other weekly in San Antonio.

The *Light* has a higher circulation rating than is accorded to any other paper in San Antonio.

The *Weekly Democrat* has a higher circulation rating than is accorded to any other paper in Sherman.

The *Erath Appeal* has a higher circulation rating than is accorded to any other paper in Stephenville.

The *Gazette* has a higher circulation rating than is accorded to any other paper in Sulphur Springs.

The *Weekly Journal* has a higher circulation rating than is accorded to any other paper in Taylor.

The *Weekly Tribune* has a higher circulation rating than is accorded to any other paper in Temple.

The *Weekly Times-Star* has a higher circulation rating than is accorded to any other paper in Terrell.

The *Baptist Sword and Shield* has a higher circulation rating than is accorded to any other paper in Tyler.

The *Leader* has a higher circulation rating than is accorded to any other paper in Van Alstyne.

The *Deutsche Zeitung fuer Texas* has a higher circulation rating than is accorded to any other paper in Victoria.

The *Daily Times-Herald* has a higher circulation rating than is accorded to any other paper in Waco.

The *Enterprise* has a higher circulation rating than is accorded to any other paper in Waxahachie.

The *Democrat* has a higher circulation rating than is accorded to any other paper in Weatherford.

OKLAHOMA.

The *Weekly Publicist* has a higher circulation rating than is accorded to any other paper in Chandler.

The *Weekly Eagle* has a higher circulation rating than is accorded to any other paper in Enid.

The *Oklahoma State Capital* has a higher circulation rating than is accorded to any other daily in Guthrie or in Oklahoma.

The *Oklahoma Farmer* has a higher circulation rating than is accorded to any other paper in Guthrie or in Oklahoma.

The *Weekly News-Republican* has a higher circulation rating than is accorded to any other paper in Hobart.

The *Democrat-Topic* has a higher circulation rating than is accorded to any other weekly in Norman.

The *National Baptist Flag* has a higher circulation rating than is accorded to any other weekly in Oklahoma.

The *Oklahoma Farm Journal* has a higher circulation rating than is accorded to any other publication issued in Oklahoma.

The *Western Florist and Fruit Grower* has a higher circulation rating than is accorded to any other publication issued in Perry.

The *Live Stock Inspector* has a higher circulation rating than is accorded to any other publication issued in Woodward.

ARKANSAS.

The *Guard* has a higher circulation rating than is accorded to any other paper in Batesville.

The *White Co. News* has a higher circulation rating than is accorded to any other publication issued in Beebe.

The *Saline Times-Courier* has a higher circulation rating than is accorded to any other paper in Benton.

The *A. O. U. W. Guide*, organ of United Workmen, has a higher circulation rating than is accorded to any other publication issued in Bentonville.

The *Arkansas Sentinel* has a higher circulation rating than is accorded to any other paper in Fayetteville.

The *News-Record* has a higher circulation rating than is accorded to any other daily in Fort Smith.

The *Elevator* has a higher circulation rating than is accorded to any other paper in Fort Smith.

Morgan's Buzz-Saw has a higher circulation rating than is accorded to any other paper in Hardy.

The *Arkansas Thomas Cat* has a higher circulation rating than is accorded to any other paper in Hot Springs.

The *Craighead Co. Sun* has a higher circulation rating than is accorded to any other paper in Jonesboro.

The *Arkansas Methodist* has a higher circulation rating than is accorded to any other paper in Little Rock, or in the State of Arkansas.

The *Columbia Banner* has a higher circulation rating than is accorded to any other paper in Magnolia.

The *Northeast Arkansas Enterprise* has a higher circulation rating than is accorded to any other paper in Maynard.

The *Star* (weekly) has a higher circulation rating than is accorded to any other paper in Mena.

The *Soliphone* (weekly) has a higher circulation rating than is accorded to any other paper in Paragould.

The *Poultry Gem* has a higher circulation rating than is accorded to any other publication issued at Siloam Springs.

The *Educator* has a higher circulation rating than is accorded to any other publication issued in Texarkana.

INDIAN TERRITORY.

The *Weekly Ardmoreite* has a higher circulation rating than is accorded to any other paper in Ardmore or weekly in Indian Territory.

The *News* has a higher circulation rating than is accorded to any other paper in Comanche.

The *Granham Natural Farmer* has a higher circulation than is accorded to any other publication issued in Indian Territory.

The *Weekly Capital* has a higher circulation rating than is accorded to any other paper in South McAlester.

The *Record* has a higher circulation rating than is accorded to any other paper in Wagoner.

THE WILY MCCARTHY.

GILBO & Co.,
Makers of Fine Photogravure Plates.
247 Bainbridge Street,
BROOKLYN, N. Y., July 15, 1903.

Editor of PRINTERS' INK:

Our attention is called to an article published in your issue of May 20, entitled "Photogravures in Advertising," written by a Mr. J. F. McCarthy of 110 South 8th street, Brooklyn, describing himself as an engraver and claiming to have "evolved" a new process for making photogravure plates.

We should have given only passing notice to that article but for the fact that Mr. McCarthy replied to inquiries from some of your readers for samples of his work as platemaker, by sending to them prints from plates made by us, after erasing our name where it appeared and replacing it by his own. The following are some of them:

2 plates from "Italy" made for Brentano. 1 $\frac{3}{4}$ figure portrait of Miss Glentworth made for Lea & Sheppard of Boston. 1 Silver spoon made for Cheltenham Press. 1 small square portrait of Maude Adams. 1 head from drawing by Christy. 1 round subject "Perseus and Andromeda." 1 subject, horse, from "Racing Rhymes." these last four plates made for R. H. Russell

All the above were made by our Mr. Gilbo who has had exclusive charge of platemaking department for years, Mr. McCarthy in no manner whatsoever being connected with the making of any of them (they were in his possession as printer).

Mr. McCarthy's platemaking is in the primary stage of experiments and dreams, he has never himself made a single plate for anyone in the trade as we know of; whatever photogravures he receives orders for he gets made by another concern whose cheap work he evidently thinks too low a grade to use as samples.

We will thank you, Mr. Editor, in justice to yourself and to us, and for the protection of your patrons as well, if you will kindly give space to this protest in your columns.

Respectfully yours,
GILBO & Co.,
W. H. Gilbo.

NOTES.

THE Washington Shirt Company's latest novelty is a large reproduction of a wash drawing, "The Velvet Dress," which was exhibited at the Chicago Art Institute last winter and attracted much attention. It bears no advertising, and is admirable for framing.

"THE Documents in Evidence" is a portfolio from the Kansas City *Star* and *Times*, containing facsimiles of twenty letters from Kansas City firms testifying to the advertising worth of these papers. The range of business represented is wide, and the letters are most direct and enthusiastic.

In a booklet addressed to publishers the J. Stevens Arm & Tool Co., Chicopee Falls, Mass., says that it is desirous of running a four-inch single column ad in a number of publications, and offers the publisher any rifle, pistol or shotgun at retail prices, sixty per cent to be paid in space and the balance in cash. Such propositions may be effective, but somehow it is difficult to see the value of papers that accept them.

THREE new booklets for distribution to the general public are issued by the Standard Sanitary Mfg. Co., Pittsburg. "For Beauty's Sake" has a dainty cover in imitation of water color, and treats the Standary Portable Shower Bath from a woman's standpoint. "A Refreshing Shower" is of the same nature, but less expensive in design. "The Bath" is a fine little brochure along the lines of the company's magazine advertising.

A COMMENDABLE mail order catalogue of high grade cigars, cigarettes and pipe tobaccos comes from Bartlett & Bickley, importers, 17 Brook street, London. Half-tones of leading brands are shown actual size, and the descriptions are conservative and helpful in selecting goods suited to one's individual taste. The Little Schoolmaster calls to mind no American firm that issues so complete and attractive a catalogue by way of building up mail trade in expensive tobaccos.

PUBLISHERS are taking a keen interest in the recent second-class matter decisions of District of Columbia Courts, according to the Chicago *Record-Herald*, and Mr. Madden is besieged with questions regarding the application of the new rulings to the Postoffice Department's affairs. The department is already tied up in thirty-five cases by injunctions, mandamus proceedings and restraining orders from courts in different parts of the country. Thirteen publications in Maine which were excluded from the second class mails by order of the department are still enjoying those privileges under an injunction obtained from the federal court in that State. Mr. Madden, however, expects the injunction to be removed under the recent decision of the Court of Appeals of the District of Columbia. Under the law, however, every publication having enjoyed second class privileges is entitled to a hearing before it can be deprived of them; and there are hundreds of cases. The hearings have already begun and will be conducted as rapidly as possible.

THE AMENDE HONORABLE.

"THE TIMES-DEMOCRAT."
NEW ORLEANS, July 16, 1903.

Editor of PRINTERS' INK:

I was both surprised and indignant on reading in your issue of July 8, a letter signed R. A. Craig, special representative, 41 Times Building, New York City.

Mr. Craig is the advertising agent of the *Times-Democrat* in New York City, and as such, he is authorized to attend to the business which pertains to that position, but he is absolutely unauthorized to speak for the *Times-Democrat* on any other matter whatever.

The *Times-Democrat* and *Picayune* are rival newspapers, but their rivalry has always been conducted along the lines of justice and friendliness. Neither one has thought it necessary to depreciate the other, and both have proceeded upon the idea that there is room enough in this city for two morning newspapers, printed in the English language, without either resorting to those underhanded methods which are too often employed by rival newspapers in other cities. Aside from the bad taste and offensive character of Mr. Craig's letter, some of his statements are incorrect. The *Picayune*, under its present management, is far and away a better newspaper than ever before in its existence and the statement in regard to the *Times-Democrat* demanding of its exchanges the difference between its own, and those with which it exchanges, is entirely unfounded. It is to be regretted that Mr. Craig should have permitted his zeal for the paper he represents to have outrun his discretion, and to have taken upon himself to make statements about the *Picayune* which are calculated to jeopardize the cordial and friendly relations which have existed between the two papers for many years. Yours truly,

Page M. Baker

Editor and Manager.

Some dealer in every community is going to supply the demands for articles that are advertised by manufacturers. There is no getting 'round this fact.—*Progressive Advertiser*.

"THE ELECTRIC CITY."

CHICAGO EDISON COMPANY,
Executive Offices.

Edison Building, 139 Adams street.
CHICAGO, July 15, 1903.

Editor of PRINTERS' INK:

We notice in your issue of July 1 quite an interesting article under the caption "Some Business Periodicals." We take pleasure in sending you a copy of our new monthly, the *Electric City*, which was not mentioned in the article appearing in PRINTERS' INK.

Very truly,

D. H. HOWARD,
Advertising Manager.

A LITTLE success is often responsible for a big failure.

Sure Signs of Quality

For the first six months of 1903 the

CHICAGO

Record-Herald

printed one hundred and fifty-four thousand lines of financial advertising—twelve thousand more than its nearest competitor.

For the same period the

Record-Herald

printed ninety-seven thousand lines of book advertising—twenty-five thousand more than its nearest competitor. The

Record-Herald

has the largest known morning and Sunday circulation in Chicago.

IN CIRCULATION LEADS IN ADVERTISING

There must be a good reason for THE MILWAUKEE JOURNAL leading everything in its field in both circulation and advertising. There is. THE JOURNAL gives more paid circulation at less cost than an advertiser can obtain if he employs both of the other evening papers in Milwaukee. Cause and effect. Never known to fail.

S. B. SMITH

30 Tribune Bldg., New York.

C. D. BERTOLET

705-707 Boyce Bldg., Chicago, Ill.

ROLL OF HONOR PRIZE COMPETITION.

In April, 1903, PRINTERS' INK inaugurated a new department called "A Roll of Honor." It is published weekly in preferred position and contains the names of publications which furnish to the American Newspaper Directory a detailed circulation statement, duly signed and dated, so that advertisers may know by weight and measure what they buy when they place a contract with the paper. Those publishers who are entitled to a place in a "Roll of Honor" are the ones who believe in honest dealing, who believe that cold, hard business shrewdness does not exclude the highest ethics in dealing with their fellow-men: Honesty.

* * *

The "Roll of Honor has such virtues, and such advantages for those who are entitled to a place in it, that it received from the start an unanimous indorsement from publishers, advertisers and special representatives.

* * *

The "Roll of Honor" is a choice service for those who are entitled to it by reason of its almost nominal expense. Another advantage is the fact that a publisher entitled to a place in it may state for a month or a quarter just past how much his circulation has gained during such a period.

The specific conditions under which this may be done are simple and easy to comply with, viz.:

Any publisher who is entitled to an announcement under the caption "A Roll of Honor" and desires to state therein what his average circulation for a month or quarter just passed has been, may do so, provided he hands in a statement in detail, properly signed and dated, covering the period, and made in accordance with the rules of the American Newspaper Directory. Such addition to appear in *italics*, immediately following the Directory page reference number. Additional space occupied to be paid for at the regular rates, twenty cents per line.

EXAMPLE:

PENNSYLVANIA.

Philadelphia, The Evening Bulletin, D. ex. 8. Average for 1901, sworn, 180,489 (884). Copies not paid. Average for first four months of 1903, sworn, 140,001 copies not paid.
"In Philadelphia Nearly Everybody Reads the Bulletin."

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,801 (820). Average for March, 1903, 9,299.

This feature of the "Roll of Honor" does particularly appeal to prosperous and progressive publishers because they could not possibly acquaint advertisers with these facts in any other way for the same expenditure of money, nor could they reach, without much clerical labor, such a large and desirable number of advertisers every week in the year. Change of copy is always free of charge.

These are some of the advantages, but there are many others. And to bring such conspicuously to the front, the following prize competition will open on July 29, 1903, to all readers of the Little Schoolmaster:

\$100 will be paid for the article which is deemed the best in setting forth why every publisher entitled to a place in the "Roll of Honor" should make use of the service.

\$50 will be paid for the second best article wanted as above.

\$25 will be paid for the third best article wanted as above.

RULES WHICH GOVERN THE CONTEST.

(1) The article must clearly set forth the terms of the "Roll of Honor" as described in that heading of the first page of the "Roll of Honor" published in every weekly issue of PRINTERS' INK.

(2) It must give sane reasons why the "Roll of Honor" is a help to those papers entitled to a place in it.

(3) The author of an article so written must have it published in some sort of a publication, either in a display advertisement, or as an essay.

(4) The space occupied by such an article must be equivalent to not less than five dollars' worth of space in the publication in which it appeared.

(5) A marked copy of the paper in which the article appeared must be mailed to the editor of PRINTERS' INK and also a clipping of the same must be sent under sealed letter postage marked "Roll of Honor Contest," care editor of PRINTERS' INK.

(6) As an acknowledgment and a partial payment of such service, every contestant will receive a coupon good for a cash payment to one year's subscription to PRINTERS' INK.

(7) Every week the editor of PRINTERS' INK will carefully weigh the merits of each contribution so received and choose from that number the one deemed the best submitted in that particular week.

(8) The article so chosen every week will be published in PRINTERS' INK together with the name of its author and the name and date of the paper in which it had insertion.

(9) As a further recognition of such an article an additional coupon as described under rule No. 6 will be sent to the weekly prize winner and another coupon of the same class to the advertising manager of the paper in which the article appeared.

(10) After the competition has progressed what is deemed a far enough period—at any rate not later than December 9, 1903—it will be closed and among the whole number of the weekly prize awards the best three will be chosen and cash prizes awarded as already stated above, viz.: \$100 for the best article, \$50 for the second best article, \$25 for the third best article.

(11) Halftone portraits of the three prize winners will also be published in the final account of this contest.

(12) This contest is open to everybody. There is no limit to the number of articles one may submit as above stated and no bar to the publications in which they are to be inserted.

Every young man and woman interested in advertising should take part, and among the staffs of the papers already members of the "Roll of Honor" there are probably many bright young fellows who can write an excellent article and one that may land one or two of the cash prizes to be paid about Christmas time. Strict compliance with these rules must be observed, otherwise entries may fail of recognition.

An opportunity is hereby offered to bright men to obtain an amount and quality of publicity which money could not be easily made to buy.

Amateur adsmiths will not fail to note that the prize competition offers a rare opportunity to have their successful work passed upon, not only by the Little Schoolmaster in the Art of Advertising, but by all his pupils everywhere, and the class includes the successful advertisers of the civilized world.

Mere wordings and fine writing may have much less show than the rugged, homely expression of the less literary talent. What is wanting are true, strong, virile statements of facts. The principal fact to be emphasized is why a publisher whose paper is entitled to a place in the "Roll of Honor" should enlist in it and what the business and moral advantages are to bring the fact before the advertisers of the country through PRINTERS' INK.

For further information, if desired, address Editor of PRINTERS' INK, 10 Spruce street, New York.

OPINIONS.

The new department, a "Roll of Honor," appeals to me strongly. If utilized generally, as I have no doubt it will be by all publications of "verified circulation," it will be an added incentive to publications of unknown circulation to uncover.—*W. J. Murphy, Pub. Minneapolis Daily, Sunday and Farmers' Tribune, Minneapolis.*

"At the outset I recognized in the "Roll of Honor" a form of advertising that is not only inexpensive, but peculiarly effective for the papers that I represent, while its value to advertisers is beyond question. Realizing its help in the work of a special agent, I immediately wrote to all papers on my list urging the publishers to secure representation. As a result fifteen of them have made contracts."—*E. Katz, Special Agent, New York City.*

Mr. M. Lee Starke, who has offices in both New York and Chicago, and whose present list consists of the *Washington Star*, *Baltimore News*, *Newark News*, *Indianapolis News*, *Montreal Star* and *Minneapolis Journal*, said to a representative of the Little Schoolmaster: "The advertiser who will use a paper that does not reveal its circulation is not wise. In my opinion the 'Roll of Honor' will very quickly become the handiest and most useful reference list for the average advertiser. Three of my papers are already enrolled, and I have urged the other three to secure representation."

"We think so much of it here that if our papers were not willing to pay for space in the 'Roll of Honor' we would be glad to pay for it ourselves," said Samuel E. Leith, of Leith & Stuart, 150 Nassau street. "Our publishers have been keen to see its value, however. Three are already enrolled. Three others who sent statements too late for insertion in this year's Directory find it a hardship to be excluded until next year." Mr. W. C. Stuart of the same agency said: "It is the first list of the kind made up with good stable judgment back of it. Other advertising publications have established similar departments, but the lists were of no practical value. The idea of a 'Roll of Honor,' with the prestige of the American Newspaper Directory, which is unquestioned as an authority on circulation, will make it the standard guide for advertisers."

Henry Bright, of Bright & Verree, representing a list of twelve papers in both New York and Chicago, favors the "Roll of Honor." "Four of my papers are now enrolled. The department covers several points of quality not covered by the American Newspaper Directory, but its chief usefulness is the opportunity it accords honest publishers of stating a growing circulation. The provision in the 'Roll of Honor' permitting a publisher with a figure rating to make a new statement for a quarter or month just passed enables him to present his circulation to date. One of my papers has come to the front very rapidly the past year, and naturally derives great benefit from this provision."

ROLL OF HONOR PRIZE COMPETITION.

FIRST WEEK.

In response to the contest announced on the two preceding pages, one article was received in time for report in this issue of **PRINTERS' INK**. It was written by Leroy Fairman, secretary of the George Ethridge Company, Decker Building, Union Square, New York, and it appeared in the *Utica, N. Y., Daily Press* of July 14, 1903. In accordance with the rules which govern this contest, a coupon entitling the holder to a paid-in-advance subscription to **PRINTERS' INK**, good for one year from date of presentation, was sent to Mr. Fairman when the marked copy of the paper was received. As Mr. Fairman's article was the only one received up to the time of going to press it would have won the first weekly award for this reason even had it been one of mediocre quality. The probability is however that it would have carried off the prize among a number of others, for the article is one of superior excellence. Two additional coupons, one to Mr. Fairman and one to the advertising manager of the *Press*, were sent in accordance with the terms of the competition. The article, as it appeared in the *Press*, follows here:

AT THE HEAD OF THE CLASS

An Elite List of Notable Newspapers.

BY LEROY FAIRMAN.

Under the caption "A Roll of Honor," **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising, is publishing a number of classified advertisements giving the circulation and claims to superiority as advertising media of newspapers and other periodicals entitled to enrollment.

The rate charged for this advertising is nominal, but advertisements of no papers are admitted, except those which, according to the 1903 issue of the American Newspaper Directory, have submitted to the editor of that directory a detailed circulation statement prepared, signed and dated in accordance with the rules of the directory. No other newspaper or periodical can be represented with the exception of the few to which have been accorded the so-called "gold marks" showing superior quality of circulation. Advertisers in the Roll of Honor have the privilege of changing copy as desired and of giving quarterly or monthly increases in circulation.

It might seem to the inexperienced that these provisions are extremely com-

prehensive, and would admit the appearance in the Roll of Honor of a very large number of periodicals. Such is far from being the case, for the reason that but a small percentage of newspapers cares to make the straightforward and unqualified statement demanded by the American Newspaper Directory, rather preferring to offer vague and general statements of circulation which mean nothing in particular.

The writer is firmly of the opinion that the value of newspaper space is based upon circulation, that it should be sold as a commodity according to actual amount of circulation, and that information as to quantity of circulation should be at the disposal of the advertiser just as is the weight or measure of the cheese and calico he buys. Believing this, he is further convinced that no newspaper that honestly wishes to show the advertising public what it gives for the rate exacted can afford not to make the required statement to the American Newspaper Directory, or, having made it, can afford to neglect the opportunity of appearing regularly in the **PRINTERS' INK** Roll of Honor.

These conclusions do not rest upon a theoretical basis, but upon facts and observations.

Not long ago a publisher told this writer that he believed that it was the honest and earnest intention of the American Newspaper Directory to secure and print exact facts as to circulation where obtainable and to come as close as possible to facts in all cases where information was withheld. This publisher ought to know, as he has always refused to make a statement to the American Newspaper Directory, and is, therefore, given in that directory a circulation which is about one-tenth that which he claims and that which is freely accorded by other directories. This shows what even those publishers whose extravagant circulation claims get mercilessly knifed by the American Newspaper Directory honestly think about it.

For a period of a good many years the writer has been in the advertising business and has come into close and intimate contact with leading American advertisers in every line of business. From this knowledge and experience he knows beyond the possibility of a doubt that American advertisers as a whole depend upon the American Newspaper Directory for facts as to circulation and accept without question or suspicion the ratings which appear in it. This shows what the general advertisers of the country think of this directory.

Personally, the writer has for the past six or seven years been obliged to refer constantly—sometimes many times a day—to a newspaper directory for circulation ratings and other information. During that period he has never had any directory except the American Newspaper Directory on his desk, and has never referred to any other directory except just for the amusement of the thing. This shows what a practical advertising man thinks of the American Newspaper Directory.

These being the facts—and they are the facts—it seems to be beyond possible argument that no newspaper that really "delivers the goods" and gives advertisers a fair equivalent for their

money can do itself justice by refusing a circulation statement to the American Newspaper Directory, or failing to avail itself of the privileges of PRINTERS' INK's Roll of Honor every week in the year.

The above is wholly from the point of publishers and general advertisers.

Here is something else of still more importance to be considered.

In every city and town of the country every local advertiser who means business and buys space with any sort of liberality is a regular reader and a friend and admirer of PRINTERS' INK. He regards PRINTERS' INK as the first and last word in advertising. He depends upon PRINTERS' INK for his advertising education and information, and what he sees in it "goes" with him. The Roll of Honor naturally attracts his attention, and the first thing that occurs to him is a desire to know whether or not any paper in his city is represented in this Roll. When he finds that a certain paper is so represented he cannot but have a comfortable feeling in regard to the perfect honesty of its circulation claims and a further and strong belief that to advertise in a paper so honored is to place his appropriation where it will surely do the most good.

This is the way the situation appears from the standpoint of the publisher, the general advertiser, the professional advertising man and the local merchant—and from every standpoint the conclusion cannot but be the same.

There can be no other manner in

which for anything like so small a sum of money a newspaper can present its claims to preference as an advertising medium to so many advertisers so strongly, strikingly and convincingly as by securing and maintaining representation on this Roll of Honor.

The Little Schoolmaster congratulates Mr. Fairman for having written such an excellent essay, one which may serve as a pointer to many other contestants. The *Daily Press* of Utica, N. Y., is a member of the "Roll of Honor" and it must have been gratifying to the publishers of the *Press* to learn that all the excellent things said in the prize article fully apply to them. The editor of PRINTERS' INK expects that members on the staffs of the many newspapers already listed in the "Roll of Honor" will try to win one or more of the liberal awards offered in the contest.

To keep a fire burning you have to keep on feeding it—it's the same way with advertising.—*White's Sayings*.

NEVER expect to make a lasting success in six months—it takes years to put any business on a paying basis that will possess permanency.—*The Advisor*.

A Family Discussion

often precedes the purchase. Your advertisement needs to be in the home circle to answer the "whys" and "wherefores" of the intelligent consumer. An advertisement in the MINNEAPOLIS JOURNAL is an advertisement in the majority of Minneapolis homes. The MINNEAPOLIS JOURNAL is an influential, refined, afternoon home paper, with the largest home circulation of any paper in the great Northwest. Write for opinions of Minneapolis leading local merchants—they all use the JOURNAL. Minneapolis can be thoroughly covered only by the use of the MINNEAPOLIS JOURNAL. To the advertiser the MINNEAPOLIS JOURNAL means money.

M. LEE STARKE,

Tribune Building,
NEW YORK.

Mgr. General Advertising,

Tribune Building,
CHICAGO.

A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (C), the so-called gold marks, denoting superior excellence in quality of circulation. [E] Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$30.50 for a full year, 10 per cent discount if paid wholly in advance.

ALABAMA.

Birmingham, Birmingham News. Daily average for 1902, 13,453 (34). First six months 1903, 16,906; June, 1903, 19,585; guaranteed.

Birmingham, Ledger. dy. Average for 1902, 13,950 (34). Av. for June, 1903, 16,596, guaranteed.

Montgomery, Advertiser. Advertiser Co. Average circulation for 1902, guaranteed, daily 10,890 (C), weekly 12,841, Sunday 14,625 (40).

ARIZONA.

Phoenix, Republican. Daily average for 1902, 5,520 (47). Logan & Cole Special Agency, N. Y.

CALIFORNIA.

Fresno, Morning Republican, daily. Average for 1902, 4,644 (67). E. Katz, Special Agent, N. Y.

Oakland, Tribune, daily. Average for 1902, 9,953 (75). Tribune Publishing Company.

San Francisco, Argonaut, weekly. Average for 1902, 15,165 (81). E. Katz, Special Agent, N. Y.

San Francisco, Bulletin. R. A. Crothers. Av. for 1902, daily 49,159, Sunday 47,902 (80).

San Francisco, Call, d'y and S'y. J. D. Spreckels. Av. for 1902, d'y 60,885, S'y 71,584 (80).

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1902, 52,171 (97).

CONNECTICUT.

Hartford, Times, daily. W. O. Burr. Average for 1902, 16,173 (111).

New Haven, Palladium, daily. Average for 1902, 5,500 (114). E. Katz, Special Agent, N. Y.

New Haven, Union. Av. for 1902, d'y 15,821, S'y 8,525 (114). E. Katz, Special Agent, N. Y.

New London, Day, eve. Av. 1902, 5,198 (115). First six months 1903, 5,532. June, 1903, 5,686.

Norwich, Bulletin, daily. Bulletin Co., publishers. Average for 1902, 4,659 (115).

DISTRICT OF COLUMBIA.

Washington Ev. Star, daily. Ev. Star Newspaper Co. Average for 1902, 35,748 (C) (122).

National Tribune, weekly. McElroy & Shoppell. Average for 1902, 104,599 (123).

FLORIDA.

Jacksonville, Metropolis, daily. Average for 1902, 7,018 (125). E. Katz, Special Agent, N. Y.

Pensacola, Journal, daily, every morning except Monday. Average for 1902, 2,441 (131).

GEORGIA.

Atlanta, Journal. 1902—actual daily average, 87,828; semi-weekly average, 84,105 (135).

ILLINOIS.

Cairo, Citizen, weekly. Citizen Co. Year ending Dec., 1902, no issue less than 1,000 (161).

Chicago, Bakers' Helper, monthly. H. R. Clisold. Average for 1902, 4,950 (C) (177).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1902, 60,659 (167). Average first 25 weeks, 1902, 66,740.

Chicago, Grain Dealers Journal, a-mo. Grain Dealers Journal. Av. for 1902, 4,416 (C) (175).

Chicago, Irrigation Age, monthly. D. H. Anderson. Average for 1902, 14,166, (181).

Chicago, Live Stock Report, weekly. John Clay, Jr. Average for 1902, 16,260 (171). For the first three months of 1903, 17,460.

Chicago, New Thought, monthly, 50c. a year. Ella Wheeler Wilcox, editor. Average year ending January, 1903, 29,259 (183). Since January, 1903, New Thought prints over 100,000 monthly.

Chicago, Record-Herald. Average for 1902, daily 155,424, Sunday 171,816 (166).

Chicago, Tribune, daily. Tribune Co. In 1902, YA (C) (166).

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,875 (192). Average first six months 1903, 14,835.

INDIANA.

Evansville, Journal-News. Av. for 1902, d'y 11,910, S'y 11,508 (244). E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as households keep every issue for daily reference.

Muncie, Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1903, d'y 21,468, S'y 16,525 (260).

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,320 (264).

IOWA.

Burlington, Hawk-Eye, daily. J. L. Waite. Average for 1902, 6,313 (285).

Des Moines, Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (284).

Des Moines, News, daily. Des Moines News Co. Average for 1902, 57,118 (295).

Sheldon, Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y 486, w'y 2,544 (323).

Shenandoah, Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, 3,681 (323).

Sioux City, Journal, daily. Perkins Bros. Co. Average for 1902, 16,963 (324). Over 19,000 daily guaranteed for 1903. Banks first and best in its wide field in the Northwest.

KANSAS.

Atchison, Globe, daily. E. W. Howe. (334). Offers to prove 5,200 daily circulation for 1903, or receipt any advertising bill.

Hutchinson, News, d'y and w'y. W'y. during 1902, no issue less than 1,920 (346). E. Katz, N. Y.

Wichita, Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (364). Beckwith, N. Y. & Chicago.

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,245 (368).

Lexington, Leader. Av. for 1902, d'y 3,738, w'y 2,806, S'y 4,009 (373). E. Katz, S. A., N. Y.

LOUISIANA.

New Orleans, Louisiana Planter and Sugar Mfr, w'y. In 1902 no issue less than 3,000 (387).

A Roll of Honor—Continued.

MAINE.

Augusta, Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,719, w'y 3,188 (391).

Bangor, Commercial. Average for 1902, daily 7,846, weekly 29,012 (395).

Lewiston, Evening Journal, daily. Average for 1902, 6,640 (390), weekly 15,255 (390) (395).

Phillips, Maine Woods, weekly. J. W. Brackett. Average for 1902, 5,416 (397).

Portland, Evening Express. Average for 1902, daily 11,181, Sunday Telegram 7,666 (397).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, 41,553 (403).

MASSACHUSETTS.

Boston, Evening Transcript (39) (412) Boston's best table paper. Largest amount of week-day adv.

Boston, Globe, average for 1902: Daily, 196,579; Sunday, 276,296 (412-413). Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (39)

Post, daily. Average for 1902, 174,175 (413). Largest p. m. or a. m. sale in New England.

East Northfield, Record of Christian Work, mo. Av. for yr. end'g March, 1903, 20,541 (426).

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (428).

Salem, Little Folks, mo., juvenile. S. E. Canino. Average for 1902, 75,850 (434).

Springfield, Good Housekeeping, mo. Avg. for 1902, 105,666 (436). For year end. April, 1903, 119,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, 10,556 (439).

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1902, 1,270 (440). Av. first 6 mths. in 1903, 2,583.

Detroit, Times, daily. Detroit Times Co. Average for 1902, 27,627 (450).

Grand Rapids, Herald, daily. Eugene D. Conger. Average for 1902, 20,156 (456).

Saginaw, Evening News, daily. Average for 1902, 9,845 (473). First six months 1903, 10,412.

MINNESOTA.

Minneapolis, Farmer's Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (496).

Minneapolis, Journal, daily. Journal Printing Co. For 1902, 54,628 (496).

Minneapolis, N. W. Agriculturist, s.-mo. Feb., '03, 73,168 (498). 75,000 guar'd. 3c. apate line.

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,200 (39) (497).

Minneapolis, Svenska Amerikanaka Posten, weekly. Swan J. Turbald, publisher. Average for 1902, 47,075 (497).

Minneapolis, Tribune, daily. W. J. Murphy, publisher. Average for 1902, 66,872 (498).

Minneapolis, Tribune, Sunday. W. J. Murphy, publisher. Average for 1902, 56,850 (498).

St. Paul, News, daily. B. D. Butler. Average for 1902, 50,619 (500).

Winona, Republican and Herald, daily. Average for 1902, 3,202 (512). Av. post 6 months, 4,007.

MISSOURI.

Joplin, Globe, daily. Average for 1902, 9,414 (541). E. Katz, Special Agent, New York.

Kansas City, Journal, d'y and w'y. Average for 1902, daily 56,876, weekly 161,109 (541).

Kansas City, Weekly Implement Trade J'n'l. Av. Aug., '02, 9,187 (543). Av. 6 mos. '03, 9,995.

Kansas City, World, daily. World Publishing Co. Average for 1902, 62,978 (543).

St. Joseph, Medical Herald, month'y. Medical Herald Co. Average for 1902, 7,475 (567).

St. Joseph, 300 S. 7th St., Western Fruit Grower, m'y. Av. for 1902, 22,287 (567). Rate 15c. per line. Circulation 20,000 copies guarant'd.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1902, 25,053 (563).

St. Louis, The Woman's Magazine, month'y. Women and home. Lewis Pub. Co. Proven average for 1902, 908,825. Actual proven average for first 5 mos. in 1903, 1,115,760. Every issue "OVER" one million copies. Largest EVERY issue circulation of any publication in the world.

MONTANA.

Butte, Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 10,101 (573).

Helena, Record, evening. Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,209.

NEBRASKA.

Lincoln, Deutsch-American Farmer, weekly (590). Av. for year end. April 30, 1903, 144,554.

Lincoln, Freie Presse, weekly (590). Average for year ending April 30, 1903, 144,554.

Omaha, News, daily. Daily News Publishing Co. Average for 1902, 32,777 (591).

NEW HAMPSHIRE.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (600).

Letta & Stuart, N. Y. Rep., 100 Nassau St.

NEW JERSEY.

Elmer, Times, weekly. S. P. Foster. Average for 1902, 2,035, (616).

Jersey City, Evening Journal, daily. Evening Journal Assoc'n. Average for 1902, 17,532 (619).

New Market, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1902, 5,041 (622).

NEW YORK.

Albany, Journal, evening. Journal Co. Average 1902, 16,109 (634); present, 18,297.

Albany, Times-Union, every evening. Establ. 1856. Average for 1902, 25,294 (636).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1902, 10,391 (638).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1902, morning 48,813, evening 20,401 (641).

Elmira, Ev'g Star. Av. for 1902, 8,255 (651). Guaranteed by affidavit or personal investigation.

Letta & Stuart, N. Y. Rep., 100 Nassau St.

Ithaca, News, daily. Ithaca Publishing Co. Average for 1902, 2,116 (658). Av. for June, 1903, 4,205. Letta & Stuart, N. Y. Rep., 100 Nassau St.

Newburgh, News, dy. Av. for 1902, 4,257 (666). Guaranteed by affidavit or personal investigation.

New York City.

American Machinist, w'y, machine construe. (Also European ed.) Av. 1902, 18,561 (39) (670).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 63 Trinity pl. Av. for 1902, 15,000 (671).

Automobile Magazine, month'y. Automobile Press. Average for 1902, 2,750 (686).

Benziger's Magazine, family month'y. Benziger Bros. Average for 1902, 25,479 (686).

Caterer, month'y. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,883 (687).

A Roll of Honor—Continued.

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, 908,255 (687).

Clipper, weekly. Frank Queen Pub. Co., Ltd. Average for 1902, 26,544 (673).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, 6,212 (674).

Engineering and Mining Journal, weekly. Est. 1866. Average 1902, 10,009, (674).

Forward, daily. Forward Association. Average for 1902, 51,709 (667).

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pubs., 8 Spruce street. (669).

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 3,650 (679).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. P. Rowell & Co. Est. 1833. Average for 1902, 18,937 (679).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1902, 5,488 (687).

The Iron Age, weekly, established 1855 (666). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:



"Awarded November 30, 1901, by Printers' Ink, the Little 'Schoolmaster' in the Art of Advertising, to The Iron Age, that paper, after a canvassing of merits extending over a period of ten months, having been pronounced the one trade paper in the United States of America that, taken all in all, renders its constituency the best service and best serves its purpose as a medium for communication with a specified class."

The New York Times, daily. Adolph S. Ochs, publisher, 1902 A (669).

Rochester, Case and Comment, mo. Law. Av. for 1902, 20,000 (715); 4 years' average, 20,126.

Schenectady, Gazette, daily. A. N. Lacey. Average for 1902, 9,097 (718). Average for six months ending June, 1903, 10,741.

Utica, National Electrical Contractor, mo. Average for 1902, 2,222 (723).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 15,618 (723).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, 5,465 (724).

Whitehall, Chronicle, weekly. Inglee & Tefft. Average for 1902, 4,122 (726).

NORTH DAKOTA.

Grand Forks, Normanden, weekly. Norman-den Pub. Co. Average for 1902, 4,869 (744).

OHIO.

Ashtabula, American Sanomat, w'y. Aug. Edwards. Average for 1902, 8,555 (732).

Cincinnati, Enquirer. Established 1822. Daily (66), Sunday (66). Beckwith, New York.

Cincinnati, Photographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Trade Review, w'y. Highlands & Highlands. Av. for 1902, 2,554 (765).

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, 24,989 (770).

Dayton, News, daily. News Publishing Co. Average for 1902, 16,520 (773).

OKLAHOMA.

Guthrie, Oklahoma State Capital, dy. and wy. Average for 1902, dy. 18,806, wy. 21,222 (813).

OREGON.

Portland, Washington Advocate, mo. Order of Washington, pub. Av. for 1902, 6,040 (822).

PENNSYLVANIA.

Erie, Times, daily. Average for 1902, 10,645 (845). E. Katz, Special Agent, New York.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,748 (871).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1902, 528,127 (872). Printers' Ink awarded the seventh sugar Bowl to Farm Journal with this inscription.

"Awarded June 25th, 1902, by 'Printers' Ink.' The Little 'Schoolmaster' in the Art of Advertising, to the Farm Journal. After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns."

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (669) (865).

Philadelphia, Reformed Church Messenger, w'y. 1306 Archst. Average for 1902, 8,574 (866).

Philadelphia, Sunday School Times, weekly. Average for 1902, 101,315 (866). Average to July, 1903, 102,057. Religious Press Assn., Phila.

Philadelphia, The Evening Bulletin, D. ex. 3. Average for 1902, sworn, 120,439 (864). Copies daily net paid. Average for first six months of 1903, sworn statement, 141,196 copies per day net paid.

"In Philadelphia Nearly Everybody Reads The Bulletin."

Pittsburg, Times, daily. Wm. H. Self, pres. Average for 1902, 56,571 (876).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,086 (880).

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,801 (893). Average for May, 1903, 8,872.

RHODE ISLAND.

Providence, Daily Journal, 15,975 (669) (890), Sunday 15,251 (669). Evening Bulletin 27,581, average 1902. Providence Journal Co., pub.

SOUTH CAROLINA.

Columbia, State, daily. State Co., publishers. Average for 1902, 5,777 (901). Daily average for the first five months of 1903, 6,800 copies.

TENNESSEE.

Gallatin, Semi-weekly News. In 1902 no issue less than 1,850 (922). First 6 mos. 1903, 1,425.

Knoxville, Sentinel, daily. Average 1902, 7,701 (925). Average for June, 1903, 9,672.

Memphis, Commercial Appeal, daily. Sunday and weekly. Average 1902, daily 27,506, Sunday 24,910, weekly 74,718 (927).

Nashville, Banner, daily. Av. for year ending Feb. 1903, 16,072 (929). Av. for April, 1903, 18,472. Only Nashville d'y eligible to Roll of Honor.

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1902, 14,241 (929).

TEXAS.

Dallas, Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1902, 1,000 (944).

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (946).

El Paso, Herald, daily. Average for 1902, 5,245 (946). E. Katz, Special Agent, New York.

Paris, Advocate, dy. W. N. Furey, pub. 1902 no issue less than 1,150 (950); May, 1903, 1,257.

VIRGINIA.

Norfolk, Dispatch, daily. J. M. Thompson, publisher. Average for 1902, 5,095 (965).

A Roll of Honor—Continued.

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1902, \$5,226 (1900).

Tacoma, Daily News, dy. Daily News Pub. Co. Av. 1902, 12,659 (1,000). Saturday issue 18,002.

WEST VIRGINIA.

Romney, Hampshire Review, weekly. Jno. J. Cornwell. Average for 1902, 1,919 (1010).

Wheeling, News, d'y and S'y. News Pub. Co. Average for 1902, d'y 8,026, S'y 8,205 (1011).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1000).

Milwaukee, Evening Wisconsin, daily. Evg. Wisconsin Co. Av. for 1902, 20,743 (200) (1000).

Milwaukee, Journal, daily. Journal Co., pub. Av. end. Feb., 1903, 29,425 (1000). May, 23,444.

Oshkosh, Northwestern, daily. Av. for 1902, 5,902 (1000). First 1 mo., 1903, 6,270.

Racine, Journal, daily. Journal Printing Co. Average for 1902, 5,496 (1023).

Wisconsin Agriculturist, w'y. Av. for 1902, 27,515 (1039). For yr. edg. June 30, 1903, 29,680.

Waupaca, Post, weekly. Post Publishing Co. Average for 1902, 2,528 (1044).

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 5,927 (1001).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 3,574 (1051).

MANITOBA, CAN.

Winnipeg, Free Press, d'y and w'y. Average for 1902, daily 12,841, weekly 10,674 (1004).

NOVA SCOTIA, CAN.

Halifax, Herald, Evening Mail, Homestead. Combined average for 1902, 12,221 (1060).


ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1902, 5,250 (1007).

Toronto, Star, dy. Star Ptg. & Pub. Co. Act. av. for 1902, 14,161 (1065). Cole & Logan, N. Y.

QUEBEC, CAN.

Montreal, Star, dy. & w'y. Graham & Co. Av. for '02, dy. 55,070, w'y. 121,418 (1008). Six mos. end. May 31, '03, dy. av. 55,147, w'y. 122,157.

 The ROLL OF HONOR is the only organized weekly service in existence, anywhere, through which the honest and progressive publisher (entitled to its membership) can bring before the advertisers of the United States his increase of circulation for a week, a month, or a quarter just past. In such reports every prominent advertiser is vitally interested. This system is what makes the ROLL OF HONOR a unique and choice service for choice mediums. It's the only authoritative source of such information to be had for an almost nominal expense. Advertisers are clamoring for it constantly, and publishers have ever desired to find a way by which they could make reports to date. The publisher who realizes this feature in the ROLL OF HONOR cannot help making an effort to be listed in the new department. An additional line of space is generally necessary for the supplementary information, and the cost is twenty cents per line.

EXAMPLE:

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,375 (102). Average first six months, 1903, 14,825.

Weekly, monthly or quarterly corrections to date are always made free of charge.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

1 Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

2 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

3 Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

4 If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JULY 29, 1903.

I FEEL that the "Roll of Honor" is one of the best things yet inaugurated by *PRINTERS' INK*.—*E. P. Adler, Pub. Times, Davenport, Ia., July 15, 1903.*

THE new "Roll of Honor" in *PRINTERS' INK* points out those publications that make no concealment as to their circulation.—*C. M. Fairbanks, Advertising Manager, Browning King & Co., New York, July 17, 1903.*

REGARDING the "Roll of Honor," we would say, that we believe it to be a valuable addition to your publication, enabling an advertiser to discriminate between the wheat and the chaff, and emanating from so high a source, can be depended upon.—*The Electro Silicon Co., No. 30 Cliff st., New York, July 18, 1903.*

My opinion is that your "Roll of Honor" is progress pure and simple. The nearer one can get at the truth in all transactions the more it facilitates business. The greater the uncertainty the greater the obstruction.—*Ben. K. Curtis, No. 13 Stone st., New York, July 18, 1903.*

I BELIEVE the "Roll of Honor" idea has made a distinctive hit. It properly classifies a highly meritorious list of publications. We are pleased to be able to call attention to the fact that the *Electrical Review* is included in this list.—*Chas. W. Price, Editor Electrical Review, New York, July 17, 1903.*

I THINK the "Roll of Honor" is one of the best departments in *PRINTERS' INK*. I am confident that the information in the "Roll of Honor" is of great value to advertisers seeking information as to publicity of quality.—*Louis Wiley, Advertising Manager the New York Times, New York, July 17, 1903.*

ANY plan or system which tends to make a prospective advertiser better acquainted with a medium—gives him information of a valuable character—is of sufficient importance to warrant his close attention. I unhesitatingly indorse the "Roll of Honor" in *PRINTERS' INK*.—*A. J. Meister, Advertising Manager of the Siegel Cooper Co., New York City, July 16, 1903.*

My opinion of the "Roll of Honor" is that it is a good thing. The publications which give their circulation figures certainly should be distinguished in some way from those that do not. As a reader of *PRINTERS' INK*, I have watched carefully from time to time the list of publications on this roll. There can be no doubt that the list is one of value to all advertisers. Best wishes.—*S. Roland Hall, Manhattan Reporting Co., New York, July 17.*

I THINK that the department in *PRINTERS' INK* known as "Roll of Honor" must certainly prove successful. In my own case I think it has already paid me more than the cost for a year. I have received communications from special agents in New York City making offers to represent *Maine Woods* that I believe were the result of my advertisement in a "Roll of Honor." This will give me several responsible agents to choose from and should end in a valuable increase in my advertising patronage.—*J. W. Brackett, Editor and Publisher, Maine Woods and Maine Woodman, Phillips, Me., July 16, 1903.*

THE "Roll of Honor" ought to contain the name of every newspaper entitled to be enrolled. It is an illustrious array of newspapers and

looking at the matter from the viewpoint of the publisher it is as good advertising as he can buy for his paper. It gets him into good company and makes him a companion of those publishers who believe in honesty in business. I do not believe it possible for any publisher to get so much and so valuable publicity for so little money as he can in the "Roll of Honor" department of PRINTERS' INK.—*Bert M. Moses, Omega Chemical Co., New York, July 16, 1903.*

* * *

CONCERNING the "Roll of Honor," we thoroughly agree with the new department started by PRINTERS' INK as it is a protection for the advertisers as well as the publisher, and places the information before the advertiser in a form that is of benefit. I believe that only good can result from such a departure and wish to compliment PRINTERS' INK for giving the advertisers this much desired information.—*F. J. Alvin, Manager, American Electrical Novelty & Manufacturing Company, New York, July 17, 1903.*

* * *

WE were induced to place our card in your "Roll of Honor" department for the reason that it seemed to us to appeal directly to the intelligence of the general advertiser. It is about the only advertising we place in any of the advertisers' journals, directories, and rate books issued by the various agencies, and in our judgment it is worth more to a newspaper carrying a general line of foreign advertising than newspaper directory announcements, and your reasonable charge was a very attractive inducement to us. We believe we were one of the very first newspapers in your "Roll of Honor" department.—*W. B. Southwell, Manager, Burlington, Ia., Hawk-Eye, July 20, 1903.*

* * *

REGARDING PRINTERS' INK's department headed a "Roll of Honor," would say that the proposition strikes me in this light. Publishers have a right to know to a certainty just how much cash they are to receive for their advertising

space; so, too, the advertiser has an equal right to know how wide a circulation his advertisement will have. Quality is good, but it can never take the place of quantity in the estimation of most advertisers. For this and its other features, it would seem to me that your "Roll of Honor" offers a great amount of such newspaper information as is frequently sought by advertisers, and should prove a valuable department in your publication.—*Fred H. Clifford, Bangor, Me., July 20, 1903.*

FRANK E. MORRISON has taken charge of the advertising department for the *Household-Ledger*.

If you have faith in the articles you have to sell and season your advertising with plenty of that faith you will get results.

OLD OCEAN in all his sullen majesty has been taken for the cover of a handsome booklet from the Hotel Dennis, Atlantic City, N. J.

J. H. FAHEY, for several years past New England manager of the Associated Press, has acquired the controlling interest in the *Traveler*. He will assume general charge of the paper at once.

THE publishers who submit additional circulation statements to the "Roll of Honor" will note that the light italic figures representing a paper's gain since 1902 will be printed in black full-faced type.

"SUMMER Homes" is the handsome forty-page resort booklet of the Chicago, Milwaukee & St. Paul. Beautiful halftones and a fine map set off the brief descriptions of towns in seven States of the Middle West. The cover is a work of art.

PRINTERS' INK is one of the most thoroughly appreciated publications at the U. S. Consular Reading Room in Para, not only by Consul K. K. Kenneday and myself, but by Brazilians, merchants and newspaper men.—*Jno. S. Bonner, U. S. Consular Secretary, Para, Brazil, June 26, 1903.*

R. J. SHANNON, special newspaper representative, 150 Nassau street, has added the following papers to his list, viz.: the Bloomington (Ill.) *Pentagraph*, the Springfield (Ill.) *State Register* and the Quincy (Ill.) *Whig*.

KANSAS will probably have 100,000,000 bushels of wheat this year, and the banks out thereabouts show that every Kansan has on deposit an average of \$63.20. These facts are used as arguments in a folder issued by the Kansas City *Weekly Journal*, which covers a large area in the Middle West.

THE Henshaw metal weather-proof sign frame for displaying store announcements is advertised in a small booklet containing catchy phrases for various kinds of retail businesses. This device is made by J. T. Henshaw, 736 Thirteenth street, N. W., Washington, D. C.

THE catalogue of the Peirce Business School, Philadelphia, for the coming winter is a book of 140 pages outlining the courses, giving rates, hours of session and similar information. It includes also the exercises of last graduation day, when the leading speaker was Senator Hanna, as well as a list of students from September, 1902, to June, 1903.

MR. HUGH B. HOSTETTER, advertising manager of the Sheppard & Myers Co., makers of fine shoes,rianover, Pa., sends the Little Schoolmaster a batch of shoe ads which are good, both for convincing wording and striking display. The catch phrase, "The greatest shoe value on earth," might be omitted without weakening the ads in the least.

"COUNTRY House Things" is a four-page folder for W. K. Cowan & Co., Fine Arts Building, Chicago. The first page is colored by hand. A credit slip calling attention to this fact and advertising the Varied Industries, Chicago, accompanied each folder. The effect seems rather strained, but the firm claims that this piece of literature brought excellent results.

THE advertising department of the W. D. Boyce Co. of Chicago has opened offices in the Flat Iron Building, New York. Mr. H. A. Johnson, a salaried representative, who devotes his whole time to the interests of the Boyce publications, is in charge.

Cheerful Moments, 5 Beckman street, issue a bright mailing card, entitled "Taking Our Own Medicine." The card argues how the publishers expect to guarantee a circulation exceeding 500,000 copies, commencing with the September issue. Contracts for space received up to August 20 will go in at the present rate, \$1.25 per line. After that date the price is raised to two dollars a line.

THE *California Ladies' Magazine*, published at Oakland, Cal., by the California Ladies' Publishing Co., appears to be a creditable sort of a paper, one that the publishers need not be ashamed of. The editor of the American Newspaper Directory says he has never received the courtesy of a single answer to his various communications addressed to the office of the magazine. A strange case of discourtesy.

IN Northampton, Mass., which has a population of nearly twenty thousand, two dailies and two weekly papers are published. Not one of these has made a circulation statement to the American Newspaper Directory of 1903. The *Hampshire Gazette* is probably the leading paper in the community, but the publishers fail to prove leadership through a statement acceptable to the American Newspaper Directory.

A FACTFUL little booklet from the *Union Gospel News*, Cleveland, Ohio, announces important improvements in the paper's mechanical makeup, as well as new editorial features. A present circulation of 75,000 is claimed. The circulation for 1902, per American Newspaper Directory, was 61,371. The *Union Gospel News* is the only undenominational religious weekly in Ohio entitled to representation in the "Roll of Honor."

GOOD advertising is the able ally of good salesmen.

"TOOTING Our Own Horn" is a booklet from the *Detroit Tribune* in which it is asserted that that daily now enjoys the largest circulation in Michigan with the exception of the *Detroit Evening News*.

EMERSON P. HARRIS, the newspaper broker, 253 Broadway, New York, issues an interesting bulletin that treats of conditions in the publishing trade generally, and lists some newspaper and trade journal properties that are in his hands for sale.

Holton's Tips is a four-page store paper issued to exploit the tobacco shop of Chas. J. Holton, 145 Woodward avenue, Detroit, Mich. It is "published as often as attention to business will permit." It is not entered as second-class matter, because it "travels first-class or not at all." A few leaders deftly put forth in display ads, with a good selection of light miscellany from daily papers, makes a sheet that almost any man will read.

"IN All the World No Trip Like This" is the summer folder of the Northern Steamship Co., which runs week-long excursions between Buffalo and Chicago via the great steamers "North West" and "North Land." In brief space a deal of routine information is given concerning connections, as well as an entertaining illustrated account of the tour, deck plans of the twin steamships and a map of the territory covered in the itinerary.

FROM the Schenectady, N. Y., *Gazette* comes a message entitled "A Good Word for a Good Newspaper Published in the Midst of 60,000 Good People." It contains such a well-balanced and exceedingly well-printed argument that the Little Schoolmaster only regrets that the *Gazette* neglected to state the creditable fact that it is a member of the ROLL OF HONOR. It would have looked so nice on those large, neatly arranged pages with the generous white margins.

BEGINNING with this issue all circulation figures contained in the Roll of Honor announcements will be printed in full-faced black type.

THE Jersey Central's summer book, "Seashore and Mountains," contains a hundred pages of sane, unbiased information about the towns and resorts along the Jersey coast, in the Lehigh and Wyoming valleys and in New Jersey and the Pennsylvania hill country. The arrangement is by divisions, with a paragraph to each place and a marginal note giving distance from New York, regular fares and excursion rates. The illustrations are plentiful and beautiful, and the typography, by the Mason Press, Syracuse, N. Y., leaves little room for criticism.

THE current issue of *Thrift*, the little paper published by the People's Savings and Loan Association, Sidney, Ohio, gives the semi-annual report and divides the balance of its space to terse matter pertaining to the wisdom of saving. This bank makes a feature of deposit certificates which are sold at \$100 or multiples thereof, draw four per cent interest, and bear coupons like a bond. These have proved especially attractive to people wishing to invest modest competences, and for the funds of lodges, administrators and guardians, being as safe as Government bonds at a higher rate of interest.

"How to See Minneapolis and St. Paul" is a somewhat original form of railroad folder, issued by the Chicago, St. Paul, Minneapolis & Omaha Railway—part of the Northwestern system. Maps of the twin cities are given, with diagrams of their business districts and the topography of their surroundings. The street car service is divided into trips that may be accomplished without fatigue, and which take the tourist through the most interesting places with the least travel. The arrangement is admirable, and the information thoroughly interesting. The folder illustrates a tendency in railroad advertising to deal with special localities rather than general descriptions of the whole system.

"OPEN for Inspection" is a terse illustrated booklet from Merritt & Company, Philadelphia, explaining the uses and advantages of steel clothing lockers for factories, stores, shops and other places where considerable numbers of people are employed.

MESSRS. Ashbaugh, Kellogg and Butler, proprietors of the Clover Leaf papers, will launch a new enterprise in Minneapolis the first week in August. The new paper will be called the *Minneapolis Daily News*, and it is announced will be published along the same lines as their other successful papers in St. Paul, Omaha, Des Moines and Kansas City. The new enterprise will have a paid up capital of \$100,000. B. D. Butler will be president of the company, L. V. Ashbaugh vice-president, N. W. Reay secretary, and Geo. F. Hardy treasurer. The *Minneapolis Daily News* will be a one-cent afternoon paper and independent in politics. The rate of the new paper will be five cents per line, this rate being based on 20,000 circulation, and advertising will be charged for at a price pro rata and based upon actual net circulation.

"THE Home of the 57" is an absorbing little booklet describing the methods pursued in the works of the H. J. Heinz Co. at Pittsburgh. Views of the various work-rooms are given, and stress is laid upon cleanliness and the conveniences provided for employees. Besides the main works at Pittsburgh the company has branch factories at Aspinwall, Pa.; LaPorte, Ind.; Hicksville, L. I., N. Y.; Muscatine, Iowa; Holly, Mich.; Saginaw, Mich.; Holland, Mich.; Medina, N. Y.; Norfolk, Va., and Grand Rapids, Mich. Salting houses are located in fifty places throughout the United States and Canada, branch offices and warehouses in twenty-two leading cities and in London, England. Agencies are located in South Africa, India, China, Brazil, Canada, Australia, Japan, Holland, Great Britain, France, Mexico, New Zealand, the Philippines, Hawaii, Alaska and Columbia.

SANITY and sagacity are essential qualifications of an adwriter.

THREE artistic brochures come from the Crowell Publishing Co., Springfield, Ohio. The first two contain condensed, general arguments for the *Woman's Home Companion*, giving the average circulation for 1902—a grand total of 4,352,000 copies, or 362,666 per month. Pictures are relied upon to attract—probably upon the theory that every advertiser at all informed about publications that reach feminine readers knows the *Woman's Home Companion*. The covers and general typographical scheme reflect credit on the Crowell Co.'s press. The third brochure is redolent of the country, and contains facts about *Farm and Fireside*, the company's semi-monthly which reaches approximately 310,000 homes every issue. The illustrations are halftone views of barnyard scenes, and give the booklet character. *Farm and Fireside* has two editions—the Eastern, which goes to Ohio and all territory east thereof, and the Western, which circulates west of Ohio.

ALL advertisements sent *The Woman's Magazine* are accepted with the distinct and unequivocal guarantee that its circulation exceeds 1,500,000 copies—full count—every issue, and that its publishers voluntarily prove it every issue. All advertisers and advertising agents are requested to make this a condition of contract when sending us an order to insert advertising. Every copy of *The Woman's Magazine* is printed on the same grade of clean, white, machine finished paper, as are the copies that go to advertisers. We do not print one edition for advertisers and another edition for readers. Watch the ads that are clipped from *The Woman's Magazine* and sent to you by persons answering your ad. We prefer "keyed" ads, and will be responsible for their correct combining with electrotypes, and for their working up clearly and plainly in the advertisement.—*Extract of The Woman's Magazine, St. Louis, Mo.*

"GALESBURG" is the title of a fine album of halftone views taken in that enterprising Illinois city and sent out to supplement the Galesburg *Evening Mail's* sworn statement of circulation and advertising averages. The book contains views of Galesburg's public buildings, parks, industries, schools, churches, and is prefaced by two diagrams showing the city's advantageous position as a railroad center and a meeting place for inter-urban electric lines traversing southern Illinois. The circulation statement, signed and sworn to by the publisher, Chas. H. May, gives only totals. It is claimed that the present daily average of the *Evening Mail* is 4,825, and of the weekly edition 7,500 copies. During the month of June the daily ran 1,183 columns of advertising, with 190 in the weekly. This is an increase over the same month last year of 200 columns for the daily, indicating that business about Galesburg is brisk.

THE literature of harvesting machinery has long embodied some of the soundest advertising principles, being designed for a critical audience and entering into complex technicalities in an admirable way. Five booklets from the McCormick Division of the International Harvester Company, Chicago, exemplify the best principles that have been developed in this field. The first deals with rice harvesting machinery, the second with corn binders, huskers and shredders, the third with "header" reapers for use in States where only the heads of the wheat are cut, and the fourth with McCormick binders and mowers. Three-color illustrations are used, and each machine is shown to the least detail by means of diagrams. The fifth booklet is entitled "Parallel Points for Purchasers," and is intended for the use of agents in selling McCormick machines. The weak points of all competing machines are illustrated, explained and presented as they should be demonstrated to purchasers, the superiorities of the same points in McCormick machines being shown in parallel columns.

As A sequel to the parcels-post experiment lately made by James L. Cowles, of the New York Postal Progress League, the Postoffice Department rules that unreasonably large packages cannot be carried, even at first-class rates. Mr. Cowles mailed a dress-suit case from New York to New Haven. The weight was eleven pounds, and it was carried because a certain regulation says that there shall be no limit on first-class matter. Assistant Postmaster-General Wynne informs Mr. Cowles that the postal service is not intended for carrying freight or express matter, and says that the Department has power to enforce a limit on first-class matter when it exceeds reasonable bounds. The office of the New York Postal Progress League is at 64 Bible House, New York.

THE decision of the Supreme Court of the District of Columbia, by which the Riverside Literature Series was restored to second-class mail privileges, has now been reversed by the Court of Appeals, thus upholding the ruling of the Postoffice Department. The final decision in this interesting legal controversy must be given by the United States Supreme Court, and will probably be rendered at the coming fall term. In its decision the court reaffirmed its previous ruling that the Postoffice Department had erred in excluding the *Official Railway Guide*, published at 24 Park Place, New York, saying:

The case at bar is distinguishable from that of *Payne v. National Railway Publication Company* inasmuch as there but also, and particularly, for the reason relating to the respective publications, but also, and particularly, for the reason that the action of the Postmaster-General in that case was based upon a regulation of his department, in excess of his authority, because it made a substantial addition to the requirements of the statute. Upon the practical admission as apprehended by the Court in that case, that the plaintiff had complied with the requirements of the statute itself, and had been denied the admission of its publication to the mails as matter of the second class, by virtue of the unauthorized regulation, it was held that the Postmaster-General owed it the performance of a simple duty plainly imposed by the Act of Congress that was enforceable through the writ of mandamus.

PUBLICITY FOR PROFIT.

For the general advertiser using the daily newspaper, there are six requisites to profitable publicity. First, suitable territory; second, cost of publicity; third, media; fourth, preparation of copy; fifth, concentration; sixth, persistency.

SUITABLE TERRITORY.

The first requisite for a successful advertising campaign is the selection of a suitable territory, which often requires considerable investigation into the various elements which make up the population, as well as the requirements and desires of the majority. In going over most of the advertising failures of the past few years, I believe that the greater number have been due to a want of intelligent foresight and investigation on the part of the advertisers and agents as to conditions existing in the fields to be operated.

The way some advertisers plan their work is about as intelligent as would be the case of a merchant planning to advertise snowshoes in Havana. The great trouble is lack of thought, the average advertiser relying too much upon a solicitor's statement as to the field and medium to be employed. I have in mind particularly one advertiser who used two papers, one in Boston and the other in San Francisco. It would certainly have been a great deal more profitable for him to have covered either New England or the Pacific Coast first than to have attempted to operate in fields so far apart.

Instead of taking the solicitor's word for the value of the mediums he represents and the fields they cover, or even instead of relying altogether on the advertising agent's judgment, which is often biased, would it not pay an advertiser to look into the conditions himself and thus insure dividends from his advertising, instead of having it act as a continual drain on the earnings of the business, as is very often the case?

COST OF PUBLICITY.

The greatest mystery to me since I have been in the advertising business is why the majority of advertisers will spend hundreds and thousands of dollars for publicity when they have no conception of

its actual value. I never give advice, but I would suggest that the advertiser, after he has found a suitable field, count the cost of the contemplated publicity before purchasing.

Not long ago, I had a conference with an advertiser who informed me that he had spent over \$12,000 in two years and lost every penny simply because he did not count the cost at the start, accepting such cities and mediums as were recommended by his agent. In one case he spent over \$950 in a single newspaper in the East when he knew neither the circulation nor the price per line paid for the advertising. He authorized the expenditure of nearly \$1,000, simply because his agent thought it was a good thing; and yet this same advertiser is one of the most conservative men in other matters that I know of. If he had been buying a suit of clothes, a house or something of that sort, he would have looked into the matter carefully to be sure that he was getting the worth of his money and that he was not paying more than the market value.

I have in mind another advertiser who purchased space in every street car in a large Southern city to advertise a rheumatism cure. At the end of the first year, he made the statement that he did not believe he had ever sold a dollar's worth of goods as a result of this publicity. The only goods sold were those which the advertising solicitor placed with the wholesale house at the outset in order to induce the advertiser to make the contract.

MEDIA.

(a) *Quality of circulation.* In taking up the circulation question, quality should be considered first, as, all things considered, this is the most essential. A newspaper may have a very large circulation and yet be lacking in character, thereby failing to possess the confidence and respect of its readers.

I maintain that the high grade, home, afternoon newspaper is the king of advertising media. It is read at a time when people have leisure for reading and thinking, thus insuring consideration to ad-

vertisers' suggestions that cannot be given during the busy hours.

An advertiser should always consider the quality of the circulation he is going to depend on to sell his goods—the class of people reached and the respect and confidence in which they hold the medium.

(b) *Quantity of circulation.* Quality of circulation, as stated above, is of great value, but the advertiser must have quantity as well. He should select in each territory the paper with the happy combination of quality and quantity. There has been a great deal of nonsense appearing recently about quality of circulation, making light of quantity. It is a significant fact, however, that the papers which make light of quantity and lay stress on quality are rarely willing to state the quantity of their circulations.

The advertiser has no right, in justice to his business, to purchase space in a newspaper or other publication which refuses to make a statement as to the number of copies printed. You can put it down as an exact certainty that whenever a publication refuses to tell an advertiser anything he desires to know relative to circulation "There is something rotten in Denmark."

It would be just as sensible for an advertiser to purchase space in the street cars of Baltimore and receive a bill from the contractor at the end of a month for advertising in the street cars of Baltimore, without giving, as is the custom, the number of cars and the price of each. Or to have a circular distributor render a bill for covering Buffalo without showing how many thousand circulars were distributed and the price per thousand. It seems too much like buying a "pig in a bag" to purchase space in a newspaper without knowing what the circulation is.

One of the leading papers in the East rendered a bill a short time ago for 15,000 lines of advertising at twenty cents per line. The advertiser inquired of the business manager just what circulation he was getting the benefit of for this expenditure and the reply was,

"We cover the city, have a larger circulation than any other paper and reach the majority of homes in the city." The advertiser figured out about how many homes there were in the city and again inquired if he reached half that number. The answer came back that they positively refused to name their circulation, but that the paper paid advertisers and that was all it was necessary for the advertisers to know.

If the advertisers all knew the actual circulations of these papers possessing "quality" and not quantity, there would be a great deal less money thrown away than at the present time. I positively would not solicit business for or represent any newspaper or other publication if I could not honestly tell advertisers the actual circulation and render a bill at the end of each month for an amount based on that circulation. To make advertising profitable the advertiser must have quantity and quality of circulation, the more of each the better. All advertising has some value, but the paper possessing quality and quantity will produce in every case the best results.

PREPARATION OF COPY.

A great many otherwise shrewd business men buy expensive and valuable space and fill it with the most absurd and unimaginable, misnaming it advertising. One of the leading advertisers recently showed me a batch of copy prepared for a proprietary remedy and asked my opinion as to its value. I stated honestly that the copy could not sell his remedy and that, if such a thing were possible, it would prevent the sale. "The copy for this patent medicine publicity was almost identically the same as copy prepared for advertising a popular brand of whiskey. It developed during the conversation that the advertiser had lost money right along since using the copy referred to.

The preparation of copy requires individual thought and research in each particular case. Common sense is the first essential, and this is exercised by employing plain, straightforward statements. An advertisement that will sell a patent

medicine will not sell a silk dress; an advertisement that will sell goods in Washington will not always sell the same goods in Chicago. Therefore I hold that an advertiser should not use the same copy for every locality as is now most generally done. For instance, it stands to reason that a patent medicine advertisement is made more forcible and convincing by using a local testimonial than a foreign one.

It is natural to suppose that the manufacturer knows more about the merits of his goods than the average advertisement writer. As a matter of fact the best copy I have ever read was prepared by the manufacturers themselves and polished up and put in typographical shape by the agent or newspaper. The advertiser, however, should always figure on spending a considerable amount to have his ideas worked out in neat, attractive and forcible shape. It is natural to assume that the judicious advertiser purchases publicity for profit, not for fame. Some advertisers figure on advertising as an expense in their business, instead of what it should be and can be made—a paying investment.

Another fact which should be considered in the preparation of copy is that advertising is really suggestion. A medical advertisement suggests certain symptoms and a cure for the disease which those symptoms indicate; a food advertisement suggests appetizing dishes; a clothing advertisement suggests the purchase of garments possessing style and quality, and so on through the different lines of business to which advertising is so necessary. In addition to its suggestion, every advertisement should set forth a solid basis for that suggestion; in other words, a convincing argument as to merit of goods.

CONCENTRATION.

One of the principal reasons so many new advertisers do not succeed is because they try to cover too much territory at the outset. They have a limited appropriation, make a wild attempt to cover the entire country by the use of magazines or newspapers of general cir-

culatation and the result is failure. The best plan for a new advertiser to pursue is to select one city and work that thoroughly before attempting to extend his business, not only by having his goods on sale in the majority of stores, thereby securing the co-operation of the local dealers, but by the use of the best newspaper or newspapers in the city, as well as by other supplementary work. This is but living up to the old adage, "One thing at a time and that done well." It also brings to mind the idea now being impressed on the tillers of the soil by the leading agricultural schools of the country; that of "intense farming." Each field should be worked thoroughly, even to the minutest detail, before additional territory is opened up.

Where the advertiser's appropriation is limited, he should arrange to make each city produce a profit, the profit from that city should be used to open up new territory, and so on. Concentration is a factor that cannot be neglected and want of it has been the cause of ruining many a business. Isn't it better to shoot with a rifle than with a shot-gun? PERSISTENCY.

The advertiser should not take up advertising as an experiment or as an expense, but as an investment. He should go in to win, following out Ayer's motto, "Keeping everlastingly at it brings success." He should map out an intelligent campaign and not look for miracles or attempt to make a splurge. It is not the spasmodic advertiser that succeeds, but the one who has faith in his goods, faith in his copy, faith in his media and who will "fight it out along this line if it takes all summer." Lack of persistency has probably caused more failures than any other one thing.

The inexperienced advertiser is likely to become discouraged, many give up on the very eve of success, when a little back-bone and "stick-to-itiveness" would have pulled them through with a brilliant and profitable record. "Be sure you are right, then go ahead." Stick to your proposition with enthusiasm until you win. Remember the sticker is the winner.

M. LEE STARKE.

THE THREE DOZEN DAILIES.

Commenting on the list of three dozen dailies, several times published in PRINTERS' INK as an advertisement by Geo. P. Rowell & Co., advertising agents, and said to be as good a selection as can be made "so far as it goes," Mr. Wiley of the New York *Times* writes to say that the Philadelphia *Ledger* and Chattanooga *Times* ought to have a place; Mr. Beckwith, the New York special agent, asserts as much for the Louisville *Times* and St. Louis *Post-Dispatch*; and Mr. E. E. Powers writes, setting up a belief that the selection would be improved by omitting the New York *Post* and substituting the Columbus *Press*. Both Wiley and Beckwith are too modest to suggest the names of the papers that ought to be dropped to make room for their candidates, although the last named is willing to go on record that in his opinion Louisville, Kentucky, is a more important point for an advertiser to consider than Manchester, New Hampshire, or Springfield, Mass., and warming up with his subject, was so rash as to assert that to a majority of advertisers St. Louis in Missouri is a point of more interest than Providence in Rhode Island. Without doubt the Louisville *Times*, with its issue of nearly forty thousand daily, is better entitled to mention than the Manchester *Union*, printing less than half that number, notwithstanding the conceded fact that the last named is the best and most influential daily published in the uppermost three of the six New England States. It may be a question, however, whether the *Times*, established twenty years ago and published every evening at five dollars a year, is to be preferred in Louisville before the *Courier-Journal*, a morning paper, sold at a higher price, whose name, familiar to every American, stands out more conspicuously than that of any other daily issued in a Southern State, and has done so for more than the allotted three score and ten years which is the measure of the lives of men. No doubt

the *Times* prints more copies; but, is it better worth an advertiser's attention than the *Courier-Journal*? That is one of the questions advertising agents are called upon to answer, and about which opinions are likely to differ. The *Courier-Journal* receives, in the Newspaper Directory, the distinguishing gold mark (©©) said, sometimes, to indicate that the paper charges for advertising more than its space is worth; but, like a good many others of the papers so marked, it cannot be led to tell how many copies it issues. The same condition applies to Mr. Wiley's favorite, the Philadelphia *Ledger*, which also enjoys the so called gold marks, and in a still greater degree to the Chattanooga *Times*. Perhaps Mr. Wiley is the only man in America who would assert, without winking, that the last named paper has any claim whatever to a place on so choice a list, notwithstanding it is a very good sort of daily for a village like Chattanooga.

Coming finally to Mr. Powers' letter published in PRINTERS' INK for July 22nd, recommending the substitution of the Columbus, Ohio, *Press* for the New York *Post*, the opinion of all who have been asked has been that even if Columbus is to be accorded a place on the list, the *Press* would not be the paper entitled to represent it. The *Evening Dispatch* seems to enjoy the best line of local advertising in Columbus, although the Directory editor could never succeed in extracting from it a circulation statement that he could make head or tail of. Then there is the old *State Journal*, established in 1811, always a good paper, and in recent years quite willing to let everybody know how many copies it prints. Still, after all is said, it remains probably true that more copies are printed every day of the Democratic *Evening Press* than of any other Columbus daily paper.

THE money you save by not advertising your business will be consumed ten-fold in making good your losses.

PRINTERS' ink is a good deal like dynamite—useful if used properly, but dangerous if monkeyed with.—*White's Sayings*.

EVEN A WALK AROUND THE BLOCK.

Talk shop when you will, but take a vacation every day if only for a ten minutes' rub against something new, something different; it is recreation for the brain, and just as it broadens the man so it will broaden his business. There is something to be learned by everyone on every subject, which somewhere, somehow may be useful in getting him out of the rut.—*Batten's Wedge.*

EXPLAIN all doubt out of your ads.

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

TRADE prices wanted on novelties, specialties, etc. GARNES, Advertising, Charlotte, N. C.

WANTED—Chance as advertiser by young man well prepared. "AD-MAN," Box 82, Syracuse, N. Y.

MORE than 25,000 copies of the morning edition of the *World* are sold in Greater New York every day. Boats any two other papers.

WANTED—An experienced circulator for a daily of over 9,000 circulation in a town of over 35,000. Address Box 418, care Printers' Ink.

ADVERTISING SOLICITORS wanted. Active, bright, business getters. Good commission. Old reliable drug paper. Address **RETAIL DRUGGIST**, Detroit, Mich.

WANTED—A practical, experienced advertising and newspaper man wants a position capable of managing either or both; has agency experience. Salary depends on location. Address **BOX 44**, care Printers' Ink.

ADVERTISING SOLICITORS wanted for programme work Boston Theatres. Yearly situations for hustlers. Must be experienced and highly recommended. Address, stating references, salary expected and experience. "G," Box 25, Melrose, Mass.

WE have a corps of competent editors and writers. Why not order some newsworthy letters, special articles, editorials, etc., from us? We can do much of your editing and special work at reasonable rates. We study each paper's needs. This is not a syndicate proposition. **CROWN PUB. CO.**, San Francisco.

BRIGHT solicitor wanted in every town to act as representative for large company and to introduce quickest and biggest money making scheme ever heard of. \$100 weekly easy for a hustler. Send \$1 for particulars and as guarantee of good faith. Money back if not as represented. Write to-day and be first in the field. "G," P. O. Box 25, Dept. 8, Melrose, Mass.

WANTED—Established daily newspaper, owing to growth of business, needs assistant in business office. A competent man can obtain a salaried position in line of promotion, and can secure from \$2,000 to \$5,000 interest in a paying newspaper, equipped with linotypes and other modern machinery, and free from debt. Address "GOOD CHANCE," care Printers' Ink.

PUBLICATION WRITER WANTED—A large electrical manufacturing company wants an up-to-date and semi-technical writer, capable of preparing catalogues and special publications covering a wide range of subjects; originality and style of prime importance. Must be able to show results. Address, submitting references and stating experiences, "W," Printers' Ink.

AN OPPORTUNITY IS OPEN. The difficulty is to find it. Do you know where it is? We do. We need competent high-grade men to fill positions that we have open for managers, advertising men, superintendents, etc. Technical, executive and clerical men of all kinds. If you are interested write for plan and booklet. **RAFCOODS (INC.)**, 399 Broadway, New York; Monahan Bldg., Chicago; Pennsylvania Bldg., Philadelphia.

LIVE, young, thoroughly experienced newspaper man, now on New York morning daily, wants place in editorial department of progressive publishing house. Want something that will offer plenty of opportunity for hard hustling and initiative. Address

"J. W. L.," care Printers' Ink.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN,
Suite 608 B, Lippincott Bldg.,
Philadelphia.

COIN CARDS.

3 PER 1,000. Less for more; any printing.
3 THE COIN WRAPPER CO., Detroit, Mich.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

ADDRESSES AND ADDRESSING.

FACSIMILE typewriting addressing, perfect match guaranteed. **PHILIP WEISS COMPANY (Inc.)**, 160 William St., New York.

HOTELS.

THE LITTLE HOTEL WILMOT in Penn Square, Philadelphia, wants the disciples of **PRINTERS' INK** to see how they do things.

CARBON PAPER.

WILL exchange a limited amount of carbon paper and typewriter ribbons for advertising space. "CARBON," P. O. Box 672, N. Y.

NEW BOOKS.

BETTER than a circus! Our Joke Books, "Points," "Scrape," "Smiles," "Shots," 12c. each postpaid. **MONITOR PUB. CO.**, 513 E. Fifth St., Cincinnati, Ohio.

HOME-MADE CATALOGUES.

WE bind ten 6x9 circulars in attractive cover and mail to classified addresses for \$3 per 1,000; trial 100, 25c. **INTERNATIONAL SUBSCRIPTION AGENCY**, Lawrence, Kansas, Dep. M. O.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. **BABSETT & SUTPHIN**, 45 Beekman St., New York City.

LITHOGRAPHY AND TYPOGRAPHY.

CERTIFICATES, Bonds, Diplomas, Letter-heads, etc., partly lithographed and to be completed by type form. Send for samples. **ALBERT B. KING & CO.**, 105 William St., N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

MAIL-ORDER NAMES.

300 FRESH names and addresses for 25c. We will exchange our list each month for other mailing lists. **INTERNATIONAL SUBSCRIPTION AGENCY**, Lawrence, Kan., Dep. M. O.

ELECTROTYPING.

WE make the electrotypes for **PRINTERS' INK**. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER**, 45 Rose St., New York.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

MISCELLANEOUS.

A8 much as you want, as little as you need. The Leonard sectional electrotype cabinet; each section will hold 700 electros; \$5 a section of 10 drawers, base \$1.50, top \$1. Also the Leonard set for buying advertising. \$5. LEONARD MFG. CO., 40 Market St., Grand Rapids, Mich. Circular free.

BUSINESS CHANCES.

IWANT a man with about \$5,000 to join me in purchasing a paying stationery, printing and blank book manufacturing business in a live Eastern town. Owner wants to sell on account of poor health. Have worked eight years with house and know this to be an exceptional opportunity. Address "T. D. M.," Printers' Ink.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,

181 Water Street,

Brooklyn, New York.
The largest makes of Tin Boxes outside of the Trust.

HALF-TONES.

PERFECT copper half-tones, 1-col. \$1; larger 1½c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER FOR SALE—Leading weekly in rapidly growing Eastern town of 5,000. Good plant. Profits about \$2,000. Terms, \$1,500 down, balance \$150 and interest quarterly till paid. "M. 438," care Printers' Ink.

NEWSPAPER HALF-TONES.
2x3, 75c.; 3x4, \$1; 4x5, \$1.60.
Delivered when cash accompanies the order. Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

PRINTERS.

BOOKLETS by the million. Write for booklet. STEWART PRESS, Chicago.

CATALOGUES printed in large quantities. Write STEWART PRESS, Chicago.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

REDUCE EXPENSES—Linen Typewriter Letter-heads printed in quantities, 70 cents per M. Samples. TIMES Ptg. House, Cohocton, N.Y.

If you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

PREMIUMS.

PAPERS—Send for new thing to advertise over U. S. R. D. COULTER, Pittsburgh.

PUBLISHERS who want a good premium free write L. B. BAKER, 17 Quincy St., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 31st issue now ready; free. S. F. MYERS CO., 48 W. 45-50 St. Maiden Lane, N.Y.

CALLITYPES (print ready etchings ahead of type composition) for envelopes and note-heads, with 3-line name and address in neat border. Useful, handsome novelty for present or prospective patrons, agents or subscribers, 15c. to 1½c. each. Send 15c. stamps for your own callotype and terms to enterprising printers, stationers and mail-order men. J. BACKES, 78 Bible House, New York.

STOCK CUTS.

SILHOUETTE STOCK CUTS, suitable for medical newspaper advertising. STANDARD, 61 Ann St., New York.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. WALLACE & CO., 29 Murray St., New York.

BOOKS.

100 GOOD ads for a grocery store \$1.00. BAIT PUB. CO., Toronto, Can.

PRINTER'S HELPS AND HINTS, 25c. Circular free. KING, Printer, Beverly, Mass.

"THEORY and Practice of Advertising," first text book, fifty complete lessons. In paper cover prepaid, 75 cents, cloth \$1. GEORGE W. WAGENSELLER, A. M., Author, Dept. P. 1, Middleburg, Pa.

THE BLUE BOOK OF MEXICO, just issued, contains names and street addresses of over 5,000 English-speaking residents of the City of Mexico. Postpaid for \$3. MODERN MEXICO, 116 Nassau St., New York.

LOOSE-LEAF PRICE BOOK.
Practical, compact, serviceable. Ruled and indexed. Leaves easily removed or added. Sent on approval. Agents wanted. ALBERT B. KING & CO., 105 William St., N. Y.

"MY ADVERTISING PARTNER," a book for merchants and advertisers who write their own ads. 140 pages of spicy headlines, catch phrases, selling arguments, etc. By mail, \$1. H. C. ROWLAND, Pub., Columbus, O.

"HOW and Where to Sell Manuscripts" contains the addresses of 1,000 publications that buy short stories, novels, sketches, feature articles, essays, humorous miscellany, poems and jingles. Ten pages are filled with valuable suggestions to short story writers, magazine writers and general contributors. Bound in flexible leatherette. Sent postpaid on receipt of \$1. Address UNITED PRESS SYNDICATE, 123 Postal Bldg., Indianapolis, Ind.

FOR SALE.

200 COPIES of PRINTERS' INK and Agricultural Advertising. OXLEY, New Vienna, O.

Coupon, good for one year's subscription to PRINTERS' INK, for sale, \$3. "L. W. M.," P. O. Box 672, New York City.

BEFORE purchasing cylinder presses, job presses, paper cutters, type, material, kindly send for bargain list. RICHARD PRESTON, 167L Oliver St., Boston.

LOT of Multipolar Electric Motors for printing presses. Sizes 2½ to 30 H. P. Prices on application. NATIONAL STAMPING AND ELECTRIC WORKS, Chicago, Ill.

42 X 60 POTTER TWO-REV.; will print 4 pages of a 7 or 8 col. A first class press for book, job or newspaper work. RICHARD PRESTON, 167L Oliver St., Boston.

HOE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7 col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. RICHARD PRESTON, 167L Oliver St., Boston.

FOR SALE—Daily and weekly now clearing \$5,000 per year; official city paper in prosperous Southern city rapidly growing; established 15 years; complete plant; independent politics; owners have Western business necessitating removal; terms, \$10,000 cash, balance, \$3,000, long time. Worth twice this. Full particulars by addressing A. K. JACKSON, care Printers' Ink.

MONEY-MAKING country daily, ten years established, with first-class job office in flourishing manufacturing town in Western Pennsylvania, for sale to quick buyer. At least \$4,000 in cash required. Strong political affiliations and just the thing for man who does not understand mechanical department. Expense of running it very small; can be made to net \$3,000 per year. "J. C. K.," care Printers' Ink.

ADVERTISING NOVELTIES.

A BRIGHT, finely-cut steel nail file in leather case. Sample 4c.; 1,000 \$30; ad on. J. C. KENYON, Owego, N. Y.

PAPEROID Pocket Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." FINK & SON, 5th above Chestnut, Philadelphia.

A DVERTISING NOVELTIES which in reality are advertising necessities. High-grade goods only. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

CALLITYPES (print ready etchings ahead of type composition) for envelopes and note-heads, with 3-line name and address in neat borderette. Useful, handsome novelty for present or prospective patrons, agents or subscribers, 12c. to 15c. each. Send 15c. stamps for your own callotype and terms to enterprising printers, stationers and mail-order men. J. BACKES, 78 Bible House, New York.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

30 WORDS, five times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation 8,000.

WRITE to us about "4 Business Bringers." THE RELIGIOUS PRESS ASS'N, Phila., Pa.

A DVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

A NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

POUULTY NEWS, 25c. year; ad rate 5 cents per square. Circulation 3,500 monthly. WILLIAMS & METLAR, New Brunswick, N. J.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis. A family monthly, circulation general, 45,000 copies, rate 30 cents a line. Forms close the 24th. Ask your agency about it.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 5,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

PLANT your ad in the POST. It reaches ten thousand readers among the wealthy agricultural class every week. 25 cents an inch, display 5 cents a line, reading. POST, Middleburg, Pennsylvania.

\$10 WILL pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

A DVERTISERS who wish to secure business from the drug and medical profession, retail and wholesale, should give the RETAIL DRUGGIST, of Detroit, Mich., the old reliable drug journal, a trial. Its mail bags speak in every State.

BENZIGER'S MAGAZINE, the illustrated Catholic family monthly. Indorsed by over 50 archbishops and bishops. Subscription \$3 a year. Circulation 35,000 monthly, guaranteed. Rates 25 cents an agate line. BENZIGER BROS., 30-32 Barclay St., New York.

50,000 GUARANTEED circulation, 15 cents a line. That's what the PATHFINDER offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

ADVERTISEMENT CONSTRUCTORS.

ADAMS.

A

G

M

GEORGE MATTHEW ADAMS.

MR. ADVERTISER, you should know
GEORGE MATTHEW ADAMS.

MAIL-ORDER ADV'G written and planned. EUGENE KATZ, Boyce Bldg., Chicago.

MEN'S clothing ads written in an attractive, forcible style by HURLEY, 2405 Kenton St., Cincinnati, Ohio.

SPECIAL cuts and special writing for every retail business. Very low rates for M. ARY LEAGUE, New York.

A DVERTISEMENTS, booklets, folders, written and printed. GEO. W. WAGENSELLER, Middleburg, Pennsylvania.

HENRY FERRIS, His [H] mark. 915-920 Drexel Building, Philadelphia. Advertiser. Systems devised and introduced.

POWERS "PRIMERS."—Unique booklets by J. E. Powers, models of their kind. A few sets only, \$1 for lot 25. M. R. WALTER, Scranton, Pa.

CLEAR, forceful, dignified are the ads I aim to write—result producers. Can't I write some for you? WILLARD, Box 162, Evanston, Ill.

A N advertiser out in Colorado: "Ticked to the limit—your work is certainly catchy." And I work and write on. Are you interested? Watertown, N. Y., finds me every time.

"JACK THE JINGLER'S" best of fads is writing rhyming business ads, Of pith and point, for every use. His New York address is 10 Spruce.

\$15 AND upwards gives an idea of our charges for planning and writing attractive, sensible booklets or catalogues. No fee until copy is approved. For estimates and additional information, write THE AD SHOP, 29 Jefferson Ave., Jersey City Heights, N. J.

PERSTINE PUBLICITY, PROPERLY PREPARED, PROVES PROFITABLE. POSTAL PROCURES PARTICULARS. PERKINS.

257 Atlantic Ave., Boston, Mass. Send for free illustrated monthly calendar.

LET me sprinkle some gincer into your advertising to give it snap and flavor. I believe in brief bits that take right hold of the reader before he knows it—something that sets him thinking about your goods before he is conscious of the object of your advertising. JED SCARBORO.

557 1/2 Halsey St.,
Brooklyn, N. Y.

A DWRITERS and designers should use this column to increase their business. The price is only 10 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

A ADAM was the first man, no doubt, but ADAMS is "the original man."

GEORGE MATTHEW ADAMS

He coins CATCH PHRASES, he will make your house or product FAMOUS. Write him at once. 305-324 La Salle Street, Chicago.

I F YOU ARE CERTAIN—quite certain, that your present advertising ventures—that is to say your Periodical Announcements, your Circulars, Booklets, etc., are fully as potent as need be, then
THIS IS NOT FOR YOU.

My natural prey is the Not Altogether "Cocksure" Advertiser. A habit, long since formed, of mailing samples of my "doings" to such "N. A. C. S. A.'s" has frequently yielded two men a satisfactory profit.

I make Catalogues, Booklets, Price Lists, Circulars, Folders, Mailing Blips and Cards; Newspaper, Magazine and Trade Journal Advertisements, etc.

I constantly win new clients by these "object lessons" which I send to correspondents who seem to mean business. Such people always shun postal cards (and wisely) when addressing
FRANCIS L. MAULE,
408 Sanson St., Philadelphia.

LARGEST CIRCULATIONS.

An examination of Rowell's American Newspaper Directory for 1903 reveals the facts stated below.

CONNECTICUT.

The *Evening Post* has a higher circulation rating than is accorded to any other paper in Bridgeport.

The *Morning Record and Republican* has a higher circulation rating than is accorded to any other paper in Meriden.

DISTRICT OF COLUMBIA.

The *Home Magazine* has a higher circulation rating than is accorded to any other publication issued in Washington, or in the District of Columbia.

The *National Tribune* has the highest circulation rating accorded any weekly in the District of Columbia.

FLORIDA.

The *Stockman* has the highest circulation rating accorded any publication issued in De Funiak Springs.

GEORGIA.

The *Atlanta Journal* has the highest daily circulation rating south of Baltimore, St. Louis.

The *Daily Herald* has a higher circulation rating than is accorded to any other paper in Augusta.

ILLINOIS.

The *Champaign Co. News* has a higher circulation rating than is accorded to any other paper in Champaign.

The *Review* has a higher circulation rating than is accorded to any other daily in Monmouth.

MAINE.

The *Weekly Commercial* has a higher circulation rating than is accorded to any other paper in Bangor or weekly in the State of Maine.

The *Maine Woods* has a higher circulation rating than is accorded to any other paper in Maine outside the cities.

MASSACHUSETTS.

The *Patriot* has a higher circulation rating than is accorded to any other paper in Barnstable.

The *Daily Transcript* has a higher circulation rating than is accorded to any other paper in North Adams.

NEW HAMPSHIRE.

The *Telegraph* has a higher circulation rating than is accorded to any other daily in Nashua.

NEW JERSEY.

The *Evening Journal* has a higher circulation rating than is accorded to any other paper in Jersey City.

NEW YORK.

The *Times-Union* has a higher circulation rating than is accorded to any other daily in Albany.

The *Orleans Republican* has a higher circulation rating than is accorded to any other paper in Albion or Orleans County.

The *Evening Herald* has a higher circulation rating than is accorded to any other paper in Binghamton.

The *Evening Star* has a higher circulation rating than is accorded to any other daily in Elmira.

The *Vari Land* has a higher circulation rating than is accorded to any other weekly in Jamestown.

The *Democratic Register* has a higher circulation rating than is accorded to any other paper in Ossining.

The *Saratoga Eagle* has a higher circulation rating than is accorded to any other weekly in Saratoga Springs.

The *Daily Gazette* has a higher circulation rating than is accorded to any other paper in Schenectady.

PENNSYLVANIA.

The *Leader* has a higher circulation rating than is accorded to any other paper in Allentown.

The *Independent* has a higher circulation rating than is accorded to any other weekly in Chester.

The *Weekly Courier* has a higher circulation rating than is accorded to any other paper in Connellsville.

The *Perry Co. Times* has a higher circulation rating than is accorded to any other paper in New Bloomfield.

The *Local News* has a higher circulation rating than is accorded to any other paper in West Chester.

VERMONT.

The *St. Johnsbury Republican* has a higher circulation rating than is accorded to any other paper in Northeastern Vermont.

NOTES.

"OPINIONS" is a booklet of testimonials issued by the Oro Grande Mines Co., 1235 Broad Exchange Building, New York.

"TWENTIETH Century Methods" is an illustrated booklet from the Cleveland Trust Company, Cleveland, Ohio, describing the system of banking by mail.

FROM the Auburn Wagon Company, Martinsburg, W. Va., comes a neat catalogue of this firm's delivery drays, with a varied showing of illustrations of uses to which they may be put.

AN extensive line of wicker furniture made from a fiber imported from the Philippines, is illustrated and described in the handsome price list of the Cook Company, Michigan City, Ind.

THE *Booklovers' Magazine*, Philadelphia, is sending out a facsimile letter from Henri Nestle testifying to the fact that this new magazine is a much better medium than he reckoned for reaching mothers.

"As Others See Us" is a book of letters testifying to the effectiveness of the advertising matter furnished dealers by Alfred Benjamin & Co., 51 Lafayette Place, New York. This company supplies retail clothiers with a fine line of cuts and copy, as well as individual advice.

SOCIETY, RECREATION.



The American Newspaper Directory catalogues the considerable number of newspapers and periodicals enumerated below, as devoted to Music, Drama, Dancing, Society, Sporting, Athletics, Recreation, Cycling, Golfing.

MUSIC, DRAMA AND DANCING.

CALIFORNIA.....	San Francisco, Dramatic Review.....	Weekly	"TEL."
CONNECTICUT.....	New Haven, Loomis' Musical and Masonic Journal.....	Monthly	"TEL."
GEORGIA.....	Dalton, Music Teacher.....	Monthly	8,333
	Savannah, New York Musical Echo.....	Monthly	I
ILLINOIS.....	Chicago, Amusement Guide.....	Weekly	11,173
	Chicago, Indicator.....	Weekly	"TEL."
	Chicago, Musical Leader and Concert-Goer.....	Weekly	F
	Chicago, Musical Times.....	Weekly	"TEL."
	Chicago, Presto.....	Weekly	H
	Chicago, Saturday Evening Herald.....	Weekly	"TEL."
	Chicago, Society Times.....	Weekly	I
	Chicago, Church Choir.....	Monthly	
	Chicago, Dramatic and Vaudeville News.....	Monthly	"TEL."
	Chicago, Dramatic Magazine.....	Monthly	H
	Chicago, Echo.....	Monthly	F
	Chicago, National Home and Music Journal.....	Monthly	"TEL."
	Chicago, Philharmonic.....	Monthly	24,000
	Chicago, Violinist.....	Monthly	"TEL."
	Dixon, Western Musician.....	Monthly	"TEL."
	Galesburg, Literary Euterpean.....	Monthly	"TEL."
INDIANA.....	Lafayette, Musical Mirror.....	Monthly	"TEL."
	Logansport, Choir Music Journal.....	Monthly	G
IOWA.....	Burlington, Fest-zeitung.....	Monthly	"TEL."
MARYLAND.....	Baltimore, Telegram.....	Weekly	I
MASSACHUSETTS.....	Boston, Dramatic Review.....	Weekly	"TEL."
	Boston, Ideas.....	Weekly	I
	Boston, Choir Journal.....	Semi-m'ly	G
	Boston, Musical World.....	Monthly	G
	Boston, Expression.....	Quarterly	H
MINNESOTA.....	Minneapolis, Critic.....	Weekly	I
	Minneapolis, Gittit.....	Monthly	"TEL."
MISSOURI.....	Kansas City, Clarion.....	Monthly	"TEL."
	St. Louis, International Musician.....	Monthly	"TEL."
	St. Louis, Kunkel's Musical Review.....	Monthly	G
NEW JERSEY.....	Camden, Musical Enterprise.....	Monthly	I
NEW YORK.....	Buffalo, Two-Step.....	Monthly	I
	Elmira, Key-Note.....	Monthly	1,131
	New York—Manhattan and Bronx.		
	Morning Telegraph.....	Daily	28,223
	American Art Journal.....	Weekly	"TEL."
	Clipper.....	Weekly	26,344
	Dramatic Mirror.....	Weekly	F
	Dramatic News and Times.....	Weekly	(非非非)
	Musical Age.....	Weekly	I
	Musical Courier.....	Weekly	F

MUSIC, DRAMA AND DANCING—Continued.

NEW YORK.....New York—Manhattan and Bronx.			
Musical Courier Extra.....	Weekly	H	
Music Trade Review.....	Weekly	5,452	
Music Trades.....	Weekly	H	
Bookman.....	Monthly	40,200	
Broadway Magazine.....	Monthly	B	
Cadenza.....	Monthly	6,007	
Dominant.....	Monthly	H	
Empress Magazine.....	Monthly	I	
Ev'ry Month.....	Monthly	50,000	
Harmony.....	Monthly	"IKL."	
Lyria.....	Monthly	"IKL."	
Metronome.....	Monthly	25,700	
Music Life.....	Monthly	I	
Theatre Magazine.....	Monthly	"IKL."	
Truth.....	Monthly	G	
Violin World.....	Monthly	G	
Organ.....	Bi-m'ly	I	
New York—Brooklyn.			
Musical Life.....	Monthly	"IKL."	
OHIO.....Cincinnati, American Musician.....			
Cincinnati, American Musician.....	Monthly	9,533	
Cincinnati, Columbia Music and Home Journal.....	Monthly	"IKL."	
Dayton, Choir Herald.....	Monthly	"IKL."	
Dayton, Choir Leader.....	Monthly	F	
Dayton, Der Kirchenchor.....	Monthly	"IKL."	
Strongsville, Young Folks' Musical Monthly.....	Monthly	"IKL."	
PENNSYLVANIA.....Allegheny, Lyceum Critic.....			
Allegheny, Lyceum Critic.....	Monthly	"IKL."	
Chambersburg, Monochord.....	Quarterly	"IKL."	
Philadelphia, Etude.....	Monthly	62,427	
Philadelphia, Musician.....	Monthly	F	
Philadelphia, Musical Tempo.....	Bi-m'ly	4,333	
TENNESSEE.....Greenville, Musical Idea.....			
Greenville, Musical Idea.....	Monthly	"IKL."	
Memphis, Musical Topics.....	Monthly	"IKL."	
VIRGINIA.....Dayton, Musical Million.....			
Dayton, Musical Million.....	Monthly	10,791	
WISCONSIN.....Milwaukee Ziarno.....			
Milwaukee Ziarno.....	Monthly	"IKL."	
St. Francis, Cecilia.....	Monthly	"IKL."	
MANITOBA, CAN.....Winnipeg, Town Topics.....			
Winnipeg, Town Topics.....	Weekly	1,379	
QUEBEC, CAN.....Montreal, Le Passe Temps.....			
Montreal, Le Passe Temps.....	Bi-weekly	3,093	

SOCIETY.

CALIFORNIA.....Los Angeles, Capital.....			
Los Angeles, Capital.....	Weekly	I	
Oakland, Saturday Press.....	Weekly	I	
DIST. OF COLUMBIA.....Washington, Mirror.....			
Washington, Mirror.....	Weekly	"IKL."	
ILLINOIS.....Chicago, Elite.....			
Chicago, Elite.....	Weekly	"IKL."	
Chicago, Saturday Evening Herald.....	Weekly	"IKL."	
Chicago, Society News.....	Weekly	"IKL."	
Chicago, Society Times.....	Weekly	I	
Chicago, Four Hundred.....	Monthly	"IKL."	
Quincy, Optic.....	Weekly	"IKL."	
KANSAS.....Topeka, Current Comment.....			
Topeka, Current Comment.....	Semi-w'ly	"IKL."	
LOUISIANA.....New Orleans, Elite.....			
New Orleans, Elite.....	Semi-m'ly	"IKL."	
MARYLAND.....Baltimore, Saturday Review.....			
Baltimore, Saturday Review.....	Weekly	I	
Baltimore, Telegram.....	Weekly	I	
MASSACHUSETTS.....Boston, Free Lance.....			
Boston, Free Lance.....	Weekly	"IKL."	
Boston, Home Journal.....	Weekly	I	
MISSOURI.....St. Louis, Horse Show Monthly.....			
St. Louis, Horse Show Monthly.....		6,166	
NEBRASKA.....Omaha, Excelsior.....			
Omaha, Excelsior.....	Weekly	"IKL."	
NEW YORK.....Elmira, Key-Note.....			
Elmira, Key-Note.....	Monthly	1,131	
New York—Manhattan and Bronx.			
Citizen.....	Weekly	"IKL."	
Harlem Local and Harlem Life.....	Weekly	H	
Rider and Driver.....	Weekly	F	
Town and Country.....	Weekly	G	
Town Topics.....	Weekly	E	
Vogue.....	Weekly	C	
Hints.....	Monthly	4,000	
Smart Set.....	Monthly	C	
Utica, Winter Resorter.....	Monthly	"IKL."	
OHIO.....Cleveland, Spectator.....			
Cleveland, Spectator.....	Weekly	"IKL."	

SOCIETY—Continued.

OHIO.....	Cleveland, Town Topics.....	Weekly	I
PENNSYLVANIA.....	Crafton, Chartiers Valley Mirror.....	Weekly	"REL."
	Philadelphia, Leisure Hours.....	Monthly	E
	Pittsburg, Index.....	Weekly	R
	Sewickley, Sewickley Valley.....	Weekly	"REL."
TEXAS.....	Dallas, Beau Monde.....	Weekly	"REL."
	Gainesville, Opera Glass.....	Weekly	I
	Gainesville, Saturday Review.....	Weekly	"REL."
WASHINGTON.....	Seattle, News Letter.....	Weekly	"REL."
ONT., CAN.....	Toronto, Saturday Night.....	Weekly	E
QUEBEC, CAN.....	Montreal, Le Samedi.....	Weekly	17,000

SPORTING, ATHLETICS, RECREATION, CYCLING
AND GOLFING.

CALIFORNIA.....	San Francisco, Breeder and Sportsman.....	Weekly	I
	San Francisco, Yacht.....	Monthly	"REL."
COLORADO.....	Denver, Motor Field.....	Monthly	I
	Denver, Outdoor Life.....	Monthly	E
ILLINOIS.....	Chicago, Gazette.....	Daily	"REL."
	Chicago, Racing Form.....	Daily	I
	Chicago, American Field.....	Weekly	H
	Chicago, Amusement Guide.....	Weekly	11,175
	Chicago, Athlete.....	Weekly	"REL."
	Chicago, Horseman and Spirit of the Times.....	Weekly	F
	Chicago, Horse Review.....	Weekly	G
	Chicago, Motor Age.....	Weekly	G
	Chicago, Western Bowlers' Journal.....	Weekly	G
	Chicago, American Horse Owner.....	Monthly	I
	Chicago, Coach and Saddle.....	Monthly	"REL."
	Chicago, Entertainer.....	Monthly	"REL."
	Chicago, Golfers' Magazine.....	Monthly	
	Chicago, Sokol.....	Monthly	"REL."
	Chicago, Sports Afield.....	Monthly	C
INDIANA.....	Derby, Game Bird.....	Monthly	7,644
	Indianapolis, Western Horseman.....	Weekly	G
KENTUCKY.....	Covington, Kentucky Turf Guide.....	Daily	"REL."
	Lexington, Kentucky Stock Farm.....	Weekly	I
LOUISIANA.....	New Orleans, Sporting Life.....	Weekly	I
MAINE.....	Bangor, Maine Sportsman.....	Monthly	2,400
	Phillips, Maine Woods.....	Weekly	5,416
	Waterville, Turf, Farm and Home.....	Weekly	I
MASSACHUSETTS.....	Boston, American Horse Breeder.....	Weekly	F
	Boston, Illustrated Police News.....	Weekly	D
	Boston, National Sportsman.....	Monthly	I
MICHIGAN.....	Battlecreek, Game Fanciers' Journal.....	Monthly	H
MINNESOTA.....	Minneapolis, N'western Horseman & Stockman.....	Monthly	H
MISSOURI.....	Kansas City, Western Sportsman and Recreation		
	Pointers.....	Monthly	G
	St. Louis, Sporting News.....	Weekly	G
	St. Louis, Sportsman.....	Weekly	15,443
	St. Louis, Fish and Game and Bird Protector.....	Monthly	"REL."
	St. Louis, Sporting Goods Dealer.....	Monthly	F
NEW JERSEY.....	Woodglan, American Gamekeeper.....	Weekly	"REL."
NEW YORK.....	Buffalo, Horse World.....	Weekly	H
	New York—Manhattan and Bronx,		
	America.....	Daily	G
	Morning Telegraph.....	Daily	28,228
	American Referee.....	Weekly	
	Automobile.....	Weekly	G
	Bicycling World.....	Weekly	I
	Bowlers' Journal.....	Weekly	"REL."
	Clipper.....	Weekly	36,344
	Forest and Stream.....	Weekly	G
	Horse Fancier.....	Weekly	"REL."
	Illustrated Record.....	Weekly	F
	National Police Gazette.....	Weekly	D
	Rider and Driver.....	Weekly	F
	Shooting and Fishing.....	Weekly	H
	Sports of the Times.....	Weekly	

SPORTING, ATHLETICS, RECREATION, CYCLING
AND GOLFING—Continued.

NEW YORK.....New York—Manhattan and Bronx,			
Trotter and Pacer.....	Weekly	H	
Turf, Field and Farm.....	Weekly	G	
Bahn Frel.....	Bi-weekly	"JKL"	
Man's Best Friend.....	Semi-m'ly	"JKL"	
Amateur Sportsman.....	Monthly	H	
American Kennel Gazette.....	Monthly	"JKL"	
Dealer and Repairman.....	Monthly	I	
Field and Stream.....	Monthly	H	
Golf.....	Monthly	"JKL"	
Golfer.....	Monthly	###	
Good Roads Magazine.....	Monthly	F	
Intercollegiate News.....	Monthly	"JKL"	
Interscholastic Athlete.....	Monthly	"JKL"	
New York Athletic Club Journal.....	Monthly	4,286	
Outing.....	Monthly	D	
Recreation.....	Monthly	F	
Rudder.....	Monthly	F	
Sokol Americky.....	Monthly	I	
New York—Brooklyn,			
Transcript.....	Weekly	"JKL"	
Rochester, Sidepaths.....	Monthly	I	
Syracuse, Sporting Goods Gazette.....	Monthly	H	
OHIO.....Cincinnati, Sportsmen's Review.....			
Cleveland, American Sportsman.....	Weekly	H	
Cleveland, Bowlers' Journal.....	Weekly	"JKL"	
Gallipolis, Hunter-Trader-Trapper.....	Monthly	9,908	
PENNSYLVANIA.....Harrisburg, Country Life in America.....			
Philadelphia, Scorchers.....	Weekly	"JKL"	
Philadelphia, Sporting Life.....	Weekly	G	
Philadelphia American Cricketer.....	Monthly	"JKL"	
Philadelphia, Leisure Hours.....	Month'y	E	
SOUTH CAROLINA.....Gaffney, Grit and Steel.....			
TENNESSEE.....Columbia, Dixie Game Fowl.....	Monthly	"JKL"	
Nashville, Olympian.....	Monthly		
TEXAS.....Houston, Sporting Mirror.....			
WISCONSIN.....Milwaukee, Amerikanische Turnzeitung.....	Sundays	H	
ONTARIO, CAN.....Toronto, Canadian Sportsman.....			
Toronto, Cycling.....	Monthly	"JKL"	
Toronto, Pastime and Canadian Wheelman.....	Monthly	H	
Toronto, Travel and Recreation.....	Monthly	"JKL"	
QUEBEC, CAN.....Montreal, Rod and Gun in Canada.....			
	Monthly	G	

CHESS, CHECKERS AND WHIST.

MASSACHUSETTS.....Boston, American Whist Player.....	Monthly	"JKL"
WISCONSIN.....Milwaukee, Whist.....	Monthly	G

At the extreme right of the name of each paper is set down the circulation rating accorded by the Directory. Where the rating is expressed in Arabic figures it is based upon a statement signed by the publisher or some one duly authorized to represent him. Where expressed by letter it indicates that no satisfactory statement of the actual issues was obtained by the Directory editor upon which a rating in plain figures could be based. The circulation figures and ratings do not represent the actual issue of the paper to-day, or this month, but the average for a full year that had wholly passed before the Directory went to press. The meanings of the letter ratings are explained as follows:

Exceeding seventy-five thousand, - - - - -	A
Exceeding forty thousand, - - - - -	B
Exceeding twenty thousand, - - - - -	C
Exceeding seventeen thousand five hundred, - - - - -	D
Exceeding seven thousand five hundred, - - - - -	E
Exceeding four thousand, - - - - -	G
Exceeding twenty-two hundred and fifty, - - - - -	H
Exceeding one thousand, - - - - -	I
Less than one thousand, - - - - -	JKL

In two cases, instead of the circulation ratings in figures or letters, these:

characters appear (##) (###). They are spoken of as the doubt marks, and their meaning is given in the Directory page of explanations as follows:

The accuracy of the rating accorded to this paper on a statement signed by the publisher has been questioned by one or more persons who claim to have facilities for knowing the facts, and it is feared that the doubts expressed do rest upon a substantial foundation.

The editor of the American Newspaper Directory has offered to verify the correctness of a circulation statement furnished by this paper, provided the publisher of the paper would agree to place the necessary facilities at his disposal. It was stipulated that the verification should be without cost to the publisher of the paper, but to this offer the publisher's response was not such as to remove the impression of doubt that had been cast on the accuracy of the statement furnished.

NOTES.

A BOOKLET of argument for retail advertising comes from the *News-Reporter*, Leadville, Colorado.

A TASTEFUL folder, with halftones in two tints, comes from the Atlantic Hotel, Nantasket Beach, Mass.

A MINING booklet somewhat out of the rut in its arguments and commendable for brevity is issued by the Nevada Keystone Mining Co., Los Angeles, Cal.

"ABOUT Moving a Printing Shop" is a handsome booklet from Robinson & Smith, printers, Chicago, who are now installed in romier quarters at 383 La Salle street.

SPECIMEN pages of a new history of the United States in twelve volumes, by Elroy M. Avery, are contained in a handsome booklet issued by the publishers, the Burrows Brothers' Company, Cleveland, Ohio.

The Griffith-Stillings Press, 368 Congress street, Boston, is sending out a large mailing card of excellent design, bearing convincing arguments for good type display. The text was written by Jed Scarborough, Brooklyn.

PRINTING presses and printing machinery are listed in a booklet price-list from the Chandler & Price Co., Cleveland, Ohio. This company now owns the sole right to make the famous Gordon presses, having purchased the privilege from the estate of the late George P. Gordon.

A FINE booklet from the Kinsley Studio, 220 Broadway, New York, briefly outlines the various services performed by this establishment—advertising and illustrating, engraving, legal copying, the examination of forged or suspected documents, engraving and other high-grade work with the pen and brush.

A NEAT testimonial to the worth of Mobilene Packing, made by the John-Manville Co., 100 William street, New York, is embodied in a folder to which is attached a clipping from the *New York Herald*, giving an account of the smashing of the five mile record by Barney Oldfield, using this packing.

"THE Home of Artistic Furniture" is a fetching booklet given over chiefly to halftone views of the salesroom of the McElveen Furniture Co., Pittsburg. This is said to be the largest furniture house in the world. The method of presenting its proposition is peculiarly effective, as furniture lends itself to pictures rather than description. This booklet was written and planned by E. H. Cahill, Pittsburg.

"SLENDERINE" is the name of a new obesity cure now being exploited in England, according to *Business*.

AN actress's press notices are somewhat unwieldy material for a fine booklet, but the things that critics and papers have said of Miss Eleanor Robson's "Juliet" are so cleverly arranged in the souvenir booklet published by her managers, Leibler & Co., as to be fine reading. The presswork and typography are creditable to the J. W. Pratt Press, New York.

BRITISH merchants are gradually learning the value of advertising in monthly magazines, says the London correspondent of the *Times*' book review. A few years ago the leading English magazines contained but a few pages of announcements, but now such monthlies as the *Strand* and *Pearson's* compare well with American magazines in this respect.

THE counterfeiter of well-known commodities is always with us. A reward of \$1,000 is offered for his conviction by the Havana Tobacco Company, 111 Fifth avenue, New York. This concern imports twenty-two brands of Cuban cigars, and has had trouble with two types of impostors—those who counterfeit bands, labels and ribbons, and those who refill boxes.

UNDERWEAR has always been extensively advertised, and the volume of publicity for various kinds is considerable, particularly in the magazines. A new variety is made from ramie, a fiber native in China and India, but now extensively grown in the West Indies and the South. The manufacturers claim that it combines all the best properties of wool, silk, linen and cotton. An extensive campaign in the magazines begins with fall. The garments are made by the Ringheim-Schlichten Ramie Mfg. Co., Carlskrona, Sweden. The advertising is put out from the company's New York offices, 57 Greene st.

"MUCH in little" is the epithet to be applied to the pamphlet of the C. W. Hunt Company that treats of small narrow gauge railways for transporting material about large plants. Tracks, switches, curves and special cars for more than seventy-five different purposes, together with descriptions of the company's electric locomotives for such railways, are contained in a booklet of thirty-two pages, three inches by six inches. Besides adequate information on every point, this booklet contains more than 100 halftones. The advertising man who has difficulty in compressing matter will profit by study of a copy. The company's offices are at 45 Broadway.

Displayed Advertisements.

30 cents a line; \$40 a page; 25 per cent
extra for specified position—if granted.

Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE
DESBARATS ADVERTISING AG'Y, Montreal.

TO THE
**RICHMOND
TIMES-DISPATCH**

The American Newspaper Directory
for 1903 gives a higher circulation
rating than is accorded to any other

DAILY PRINTED IN VIRGINIA



Ripans Tabules are the best
dyspepsia medicine ever made.
A hundred millions of them
have been sold in the United
States in a single year. Every
illness arising from a disor-
dered stomach is relieved or
cured by their use. As nearly
every illness originates from
the stomach it may be asserted
there is no condition of ill health that will not
be benefited by the occasional use of a Ripans
Tabule. One will generally give relief within
twenty minutes. Physicians know them and
speak highly of them. The five cent package is
enough for an ordinary occasion. The Family
Bottle, 60 cents, contains a household supply
for a year. All druggists sell them.

**IN DAILY
NEWSPAPERS**

*Character & Reliability
Circulation—All Count*

“ The ”

**Joliet
Daily
News**

*Stands for all of these
It belongs in every live
Advertiser's List*

H. E. BALDWIN
Advertising Manager

The St. Paul Globe

Has carried more columns of advertising
from January 1st to the present time,
than ever before in any six months of
its history, and the advertisers who use
its columns are getting better results.

Largest Morning Circulation in St. Paul
Books Open to Inspection of Advertisers

THE GLOBE CO., ST. PAUL, MINN.

M. F. KAIN, Business Manager

FOREIGN REPRESENTATIVES

CHAS. H. EDDY
10 Spruce St., New York City
Tel. 2971 John

W. B. LEFFINGWELL & SONS
405 Schiller Bldg., Chicago, Ill.
Tel. Central 3808

Nashville Daily News

NASHVILLE, TENN.

Every day the *Daily News* demonstrates its worth by the amount of advertising it carries, which is more than that carried by either of the other Nashville newspapers.

Sworn daily average :

For December,	- - -	16,055
" January,	- - -	17,237
" February,	- - -	19,341
" March,	- - -	19,626
" April,	- - -	19,935
" May,	- - -	19,300

Total, - - 111,494

Daily average for last 6 months, 18,582

87½% of the *Daily News* circulation is in the homes.

Delivered by carriers.

DAILY NEWS,

Nashville, - - - - Tennessee.

Making Life Easy

Your ink is satisfactory and I would like this lot made up the same.—REGISTER, Red Bank, N. J.

Your inks are good enough for me.

G. VAL SIMMS, Spring Valley, Ohio.

Your news ink is the best we ever used.

DEMOCRAT, Bloomfield, Iowa.

Your inks please me very much.

A. A. BALDWIN, Brasher Falls, N. Y.

Your inks received, and as far as used, are extremely satisfactory.—PRESS PRINTING CO., Macon, Ga.

Your ink gives perfect satisfaction.

BANNER, Harrison, Ark.

* It is a pleasure to fill orders when customers never seem to tire sending words of praise for the goods, and, although some of them may be small cross-road printers, their kind remarks are appreciated just as much as if they owned large plants and had scores of employees.

The little phrase, "Same as last," means just as much to me as a testimonial of a hundred words couched in the most flowery language. My new book giving suggestions for the press room seems to take with the printers, as the applications are rolling in from all parts of the country. No one is turned down.

Compare my prices with your credit ink man's, and if the saving warrants giving me a trial, you can rest assured that if the goods are not all I claim for them, your money will be refunded along with the transportation charges.

ADDRESS

PRINTERS INK JONSON

17 Spruce Street, New York

THREE DOZEN DAILIES.

[Whoever thinks he can improve this list without increasing the number of papers is requested to write a letter about it to the editor of PRINTERS' INK.]

- NEW YORK HERALD—(Morning and Sunday)
 TIMES—(Morning and Sunday)
 WORLD—(Morning, Evening and Sunday)
 POST—(Evening)
 BROOKLYN EAGLE—(Evening and Sunday)
 ROCHESTER DEM. & CHRONICLE—(Morning and Sunday)
 BUFFALO NEWS—(Evening and Sunday)
 NEWARK NEWS—(Evening and Sunday)
 PHILADELPHIA RECORD—(Morning and Sunday)
 BULLETIN—(Evening)
 HARTFORD TIMES—(Evening)
 PROVIDENCE JOURNAL—(Morning and Sunday)
 BULLETIN—(Evening)
 BOSTON GLOBE—(Morning, Evening and Sunday)
 TRANSCRIPT—(Evening)
 SPRINGFIELD REPUBLICAN—(Morning and Sunday)
 MANCHESTER UNION—(Morning and Evening)
 BALTIMORE NEWS—(Evening)
 WASHINGTON STAR—(Evening)
 ATLANTA JOURNAL—(Evening and Sunday)
 MEMPHIS COMMERCIAL APPEAL—(Morning and Sunday)
 NASHVILLE BANNER—(Evening)
 CINCINNATI TIMES-STAR—(Evening)
 CLEVELAND PRESS—(Evening)
 PITTSBURG PRESS—(Evening and Sunday)
 DETROIT NEWS—(Evening)
 TRIBUNE—(Morning except Sunday)
 CHICAGO NEWS—(Evening)
 RECORD-HERALD—(Morning and Sunday)
 TRIBUNE—(Morning and Sunday)
 ST. PAUL DISPATCH—(Evening)
 MINNEAPOLIS TRIBUNE—(Morning, Evening and Sunday)
 PORTLAND OREGONIAN—(Morning and Sunday)
 SEATTLE TIMES—(Evening and Sunday)
 SAN FRANCISCO EXAMINER—(Morning and Sunday)
 CALL—(Morning and Sunday)
 LOS ANGELES TIMES—(Morning and Sunday)
 KANSAS CITY STAR—(Evening and Sunday morning)
 INDIANAPOLIS NEWS—(Evening)

GEO. P. ROWELL & CO., Advertising Agents, recommend advertisers to use the daily papers and believe the list named above is as good a selection, so far as it goes, as can be made.

To illustrate the cost it may be stated that a twenty-four word "Want" advertisement inserted five times in all the papers catalogued above would cost something more than \$50. An ordinary 10-line advertisement, for a single insertion, would also cost something more than the sum named, even if continued every day for a year. A space of three inches single column, in this small list of papers, would cost fully \$50,000 for one year's insertion. This goes to show that advertising is not cheap: still old advertisers know that the best papers are the cheapest after all.

GEO. P. ROWELL & CO. are glad to quote rates and receive and forward advertisements for the papers named above and for all leading newspapers and magazines.

OFFICES, No. 10 SPRUCE ST., NEW YORK.